

**Background**

Last [SPECIFY DATE], [SPECIFY COMPANY NAME] agreed that [SPECIFY COMPANY NAME] will be the selected independent body to conduct an impartial competitive marketing analysis. The company knows and understands how important a competitive market analysis is in the operation of its business. A comprehensive and substantial analysis can pave the way for more effective marketing strategies and programs. This is because marketing analysis assesses and evaluates a specified company’s marketing performance in comparison to its direct competitors.

Furthermore, the authors of this analysis shall present in this document the significant results of the SWOT analysis it conducted, the prevailing market positioning and condition of the company, an analysis of the business strategies and approaches of the company in comparison to its direct competitors, and other relevant information.

**Business Profile**

[SPECIFY COMPANY] is principally engaged in the business of software, content, and website development. It primarily operates in the State of [SPECIFY NAME OF STATE]. Its headquarters is situated in [SPECIFY PRINCIPAL PLACE OF BUSINESS].

The company is owned and run by [SPECIFY OWNER NAME]. [SPECIFY OWNER NAME] duly filed a business registration to [SPECIFY GOVERNMENT ENTITY] and was granted the license and permit on [SPECIFY DATE].

The business has a humble origin. Prior to its expansion, it only catered to [SPECIFY NUMBER OF CUSTOMERS] customers. Through the years, it has gained popularity in the state and later expanded into the business of providing high-quality products and services. Currently, the company has [SPECIFY NUMBER OF BRANCHES] branches and continues to grow and expand to other parts of the world. For reference purposes, you may refer to the map which highlights where the headquarters and the corresponding branches are located. [INSERT MAP].

A complete breakdown of the company’s business profile is further provided below:

|  |  |
| --- | --- |
| **Legal Name** |  |
| **Ownership Structure** |  |
| **Business Number** |  |
| **Total Number of Employees** |  |
| **Primary Products** |  |
| **Primary Services** |  |
| **Startup Capital** |  |
| **Other Relevant Information** |  |

**SWOT Analysis**

The authors of this analysis conducted a SWOT analysis on [SPECIFY DATE]. In doing such, the following approaches and methodologies were used:

|  |  |
| --- | --- |
| **Methodologies** | **Significance** |
| Method A | [SPECIFY SIGNIFICANCE |
| Method B |  |
| Method C |  |

The relevant results of the said SWOT analysis are provided below:

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| The company’s trademark or brand image is well-known and prestigious both locally and globally.  The company has an established clientele.  The series of software developed and produced by the company are mostly needed for the operations of most businesses.  The company has competent, flexible, and highly-talented members in the marketing and sales team.  The company promotes healthy competition.  The company adopts a reasonable price structure. | Currently, the company is reaping flat sales in the following areas: [SPECIFY AREA].  The geographical location of the company’s business units is not easily accessible.  The company’s poor management is manifested by inconsistent management policies.  Poorly done reporting and documentation  The company’s marketing department needs more resources and funds to secure advanced marketing tools and technologies. |
| **OPPORTUNITIES** | **THREATS** |
| The company has been building and establishing strong alliances and networks with its consumers. | Increase in the number of primary and secondary competitors  There are negative fabricated stories and rumors about the quality of the company’s products and services. |

**Competitor Profiling**

For this analysis, the authors identified the company’s primary and secondary competitors. The competitor profiling is provided below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Aspects** | **Competitor A** | **Competitor B** | **Competitor C** | **Competitor D** | **Competitor E** |
| **Basic Information** |  |  |  |  |  |
| **Company Culture** |  |  |  |  |  |
| **Manufacturing Capabilities** |  |  |  |  |  |
| **Financial Dynamics** |  |  |  |  |  |
| **Major Market Strategies** |  |  |  |  |  |
| **Other Information** |  |  |  |  |  |

**Internal Considerations**

In every competitive market analysis, the internal environment and operations of the company are considered and analyzed. Identifying and assessing the internal aspects of the company also plays a pivotal role in this type of report. For this section, the proponents of this report made an extensive review of the company’s objectives and goals to see if they are consistent with the company’s overall performance in the previous year [SPECIFY YEAR]. Furthermore, this section will also highlight the list of products that the company offers to its clients and customers, including, but not limited to, the adopted pricing, sales, and marketing strategies.

1. **Goals and Objectives**

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| --- |
| **GOALS AND OBJECTIVES** |
| For a span of [SPECIFY NUMBER OF YEARS] years, the company has desired and planned to accomplish the following goals and objectives:   * To establish and build strong, comprehensive, and user-friendly marketing platforms and avenues * To make its services accessible and available online * To increase its profit by [SPECIFY TARGET PERCENTAGE] % * To make successful expansions especially in other urban areas [SPECIFY NAME OF CITIES] * To ultimately increase the company’s market share by [SPECIFY TARGET PERCENTAGE] % |

The data below showcases the company’s overall performance for the year [SPECIFY YEAR]:

\*[SPECIFY STATISTICS AND OTHER RELEVANT DATE]

**b. Services and Products Offered**

The company offers a variety of products and services. The table below provides the company’s offered products and services and the adopted marketing/sales/pricing strategies they use.

|  |  |  |
| --- | --- | --- |
| **List of Products** | **Degree of Competitiveness** | **Competitors’ Products** |
| Product A | **☐ High**  **☐ Medium**  **☐ Low** |  |
| Product B | **☐ High**  **☐ Medium**  **☐ Low** |  |
| Product C | **☐ High**  **☐ Medium**  **☐ Low** |  |

|  |  |  |
| --- | --- | --- |
| **List of Services** | **Degree of Competitiveness** | **Competitors’ Services** |
| Service A | **☐ High**  **☐ Medium**  **☐ Low** |  |
| Service B | **☐ High**  **☐ Medium**  **☐ Low** |  |
| Service C | **☐ High**  **☐ Medium**  **☐ Low** |  |

**c. Client/Customer Care and Management Approaches**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Client Care and Management Approaches** | **Your Company** | **Competitor A** | **Competitor B** | **Competitor C** | **Competitor D** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
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|  |  |  |  |  |  |
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|  |  |  |  |  |  |

**Market Prospect Research**

1. **Target Market**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TARGET MARKET ANALYSIS** | | | | |
|  | **BRIEF DESCRIPTION** | **INTERESTS AND PREFERENCES** | **SOCIO-ECONOMIC STATUS** | **OTHERS RELEVANT FACTORS** |
| **PROSPECTS** | [SPECIFY DETAILS] |  |  |  |
| **CUSTOMERS** |  |  |  |  |
| **INVESTORS AND INFLUENCES** |  |  |  |  |

**b . Customer Profiling**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUSTOMER PROFILE** | | | |
| **CLASSIFICATION** | **INTERESTS** | **BEHAVIORAL PATTERN** | **RISKS** |
| EMPLOYEES/MEMBERS OF THE LABOR FORCE | [SPECIFY DETAILS] |  |  |
| STUDENTS |  |  |  |
| FAMILIES |  |  |  |
| BUSINESSMEN |  |  |  |
| [SPECIFY OTHER TYPES OF CUSTOMERS] |  |  |  |

**Social Media Marketing and Pricing Strategies**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPANY NAME** | **TYPE** | **PRICING STRATEGIES** | **SOCIAL MEDIA PLATFORMS** |
| COMPETITOR A | Primary Competition | [SPECIFY PRICING STRATEGIES] | [SPECIFY ADOPTED SOCIAL MEDIA ACCOUNTS AND PLATFORMS] |
| COMPETITOR B | Secondary Competition |  |  |
| COMPETITOR C | Tertiary Competition |  |  |

**Market Environment**

This section shall provide a comprehensive breakdown of the company’s current market share and the prevailing market trends in comparison to its primary and secondary competitors.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Your Company** | **Competitor A** | **Competitor B** | **Competitor C** | **Competitor D** |
| **Market Positioning** |  |  |  |  |  |
| **Market Share** |  |  |  |  |  |

**Economic Environment**

The following factors also impact the marketing results of the company:

|  |  |
| --- | --- |
| **Economic Factors** | **Impact on the Company** |
| **Economic Policies** | [SIGNIFICANT IMPACT ON THE MARKET POSITIONING OF THE COMPANY] |
| **Government Intervention** |  |
| **Rise in the Level of Inflation** |  |
| **[SPECIFY OTHER CONTRIBUTING FACTORS]** |  |

**Business Strategy and Approaches**

After taking into account the preceding data, the proponents of this analysis make and propose the following business strategies and approaches to develop the company’s market positioning.

|  |
| --- |
| **Business Strategies and Approaches** |
| 1. To invest more in email and SEO optimization marketing strategies 2. To upgrade the company’s websites and other networks 3. To invest more in advanced marketing technologies 4. To develop strategies that increase employee retention and development 5. To come up with a consistent and effective management plan |