



Planning a new venture – Evaluating the opportunity

Researching the competition

In this worksheet, outline what you find out about the competition:

QUESTIONS/ISSUES	EVALUATION
Who are the competitors?	
What percentage of the market do they have?	
What is their estimated sales turnover?	
How long have they been in business?	
Is the market stable or changing?	
What is the competitive edge of the principal competitors?	
How profitable and efficient are they?	
How do customers rate the principal competitors?	
Are they active in the marketplace?	
If yes ... in what ways?	
Other questions	