

Factors

You

Competitor A

Competitor B

Competitor C

Competitor D

1. Product Uniqueness

2. Price

3. Quality

4. Product Selection

5. Customer Service

6. Product Service

7. Reliability – Walk the talk?

8. Expertise – Caliber of personnel

9. Image/Reputation

10. Location

11. Layout

12. Appearance of facilities-equipment

13. Sales Method

14. Credit Policy

15. Availability/ Convenience

16. Management

17. Longevity/Stability

18. Promotion/Advertising

Arrange the factors in order of customer priority in YOUR industry. (What the customer looks for first) Rank yourself and competitors on a 1 (low) to 5 (high) basis, or note some details in the boxes. Be objective.