

PYP Competitor Analysis – for PRODUCT businesses ©2019 Marlene Jensen

		Prices charged				
		YOUR	Competitor1	Competitor2	Competitor3	Competitor4
List your primary products below in column B, then (under Column C “Add-ons”) list separately any products you sell separately that complement or “go with” your Column B products. Then for columns D-H, put in your and your competitors’ prices for each item. If you or a competitor don’t offer one item, leave it blank for that column.		BUSINESS	[name]	[name]	[name]	[name]
Main Products (in green cells)	Add-ons (use blue cells only)					
#1		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#2		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#3		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#4		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$