

# PYP Competitor Analysis – for SERVICE businesses ©2019 Marlene Jensen

		Prices charged				
		YOUR	Competitor1	Competitor2	Competitor3	Competitor4
List your primary services (primary in quantity and profitability) below in column B, then (under Column C "Add-ons" ) list separately anything you charge extra for when customers get that particular service. 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 Services (in green cells)	Add-ons (use blue cells only)					
#1		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
#2		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
#3		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
#4		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	
		\$	\$	\$	\$	