[INSTRUCTIONS]
You must include the TL;DR, Market Overview, Competitors, and Analysis of <PRODUCT> standing in the market sections. The other sections are optional, and your competitive market analysis only needs to be 5 pages long. Feel free to make the analysis longer or use all the sections if you feel they are relevant to your project. If there is a section you would like to add, feel free to do so but just run it by us first.

Cite your sources as hyperlinks throughout the paper. Be sure to link the websites of the competitors and of your product (if it is an existing product). Use graphs and tables as necessary (they can be very helpful for quickly digesting information). If you used a source but the specific point is not anywhere in the analysis, you can leave it in the Relevant Links section.

Competitive Market Analysis

An overview of the <INSERT> market

Document Purpose:

TL;DR

Scope

Market Overview

Market Size

Customer Profiles

Competitors
- Competitor 1
- Competitor 2

Analysis of <INSERT> standing in the market
- Competitive advantages
- Weaknesses
- Threats

FAQ

Relevant Links

TL;DR

Summarize main findings and make an overall recommendation for your product. Answer guiding questions on syllabus.

Scope

Define what is and is not in scope for this competitive analysis. Discuss relevant things you are not going to mention, and why you have chosen to not include them.

Market Overview

Give a brief overview of how the market has developed, the type of market (marketplace/B2B/B2C, etc), and how revenue flows in the market.

Market Size

Describe how big the market is and whether it’s growing/contracting

Customer Profiles

Give examples of which types of people are currently in this market space

Competitors

Give an overview of the most important competition in this space.

Competitor 1

Competitor 2

Analysis of <INSERT> standing in the market

Competitive advantages

Talk about what about YOUR company (if existing) has as an advantage over the rest of the competition

Weaknesses

Talk about what disadvantages YOUR company (if existing) has over the rest of the competition

Threats

Discuss threats to your company and the market in general- could be something like regulation

FAQ

Relevant Links