

Competitor evaluation is an important part of your start-up. Identify and compare your most direct competitors using the table below:

Competitor	Size of Business	Years of operation	Quality/Flexibility	Value offered to customers	Strengths	Weaknesses
Competitor's name	Number of employees/Annual turnover	When was the business established?	Range of products/services they offer	Unique value to customers, e.g. quality, price or customer service?}	What are your competitor's main strengths?	What are your competitor's main weaknesses?