

Competitor Evaluation Worksheet For Small Businesses – 3-5-10 Test

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	Category #1	Category #2	Category #3	Category #4	Category #5
Competitor #1					
Competitor #2					
Competitor #3					
Your Business					

Choose your top 3 competitors and rank them in the 5 categories you think are most important to your business. Give them a score of 1-10, 10 being the highest. Rank your own business and compare your scores to those of your competitors.

Use price as a category and add four others such as: quality, customer service, employee friendliness, employee product knowledge, number of years in business, reputation, location, return policies, warranties or guarantees, reliability, appearance, product selection, availability, uniqueness, variety of services, flexibility, shipping and delivery, and experience.