

BUSINESS COMPETITIVE ANALYSIS



	MY COMPANY	COMPETITOR #1	COMPETITOR #2	COMPETITOR #3
LOCATION				
TARGET CUSTOMER				
REVENUE				
STRENGTHS				
WEAKNESSES				
BRAND PERSONALITY				
MISSION				
SERVICES				
PRODUCT				
MARKETING				

SMART GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S

SPECIFIC

WHAT DO I WANT TO ACCOMPLISH?

M

MEASURABLE

HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?

A

ACHIEVABLE

HOW CAN THE GOAL BE ACCOMPLISHED?

R

RELEVANT

DOES THIS SEEM WORTHWHILE?

T

TIME BOUND

WHEN CAN I ACCOMPLISH THIS GOAL?

USER PERSONA



TITLE	
INDUSTRY	
AGE	
INCOME	
EDUCATION	
LOCATION	
GOALS	
INTERESTS	
CHALLENGES	
HOW WE CAN HELP	
MESSAGING	