



Competitive Analysis

**From the idea
to the market**

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Competition

- We can learn from the competition
- **ATTENTION**
 - **Competitors are all those who solve the same problem**
- Benchmarking can be very helpful

Competition

	Price	Characteristic 1	Characteristic 2	Characteristic 3	Characteristic 4
Competitor 1 <i>(E.g. IKEA)</i>					
Competitor 2 <i>(E.g. small furniture shops)</i>					
Competitor 3 <i>(E.g. Do it yourself)</i>					
Competitor 4					
My startup					

Competition

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- Too much competition
- No competition

