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| **ΤΕΑΜ:**  |  |
| **DATE:** |  |

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| **Competitive Analysis** |
|  | Price | Characteristic 1 | Characteristic 2 | Characteristic 3 | Characteristic 4 | Characteristic … | Characteristic … |
| Competitor 1(E.g. ΙΚΕΑ) |  |  |  |  |  |  |  |
| Competitor 2 (*E.g. small furniture shops*) |  |  |  |  |  |  |  |
| Competitor 3 (*E.g. Do it yourself*) |  |  |  |  |  |  |  |
| Competitor 4 |  |  |  |  |  |  |  |
| Competitor…. |  |  |  |  |  |  |  |
| Competitor…. |  |  |  |  |  |  |  |
| **My startup** |  |  |  |  |  |  |  |