

Lesson 4: Researching Competition.



- Write down what your competitors offer or:
- Guarantees.
- Shipping or value added options available.
- Website content differences you see.
- Any offers they run.
- Number of posts per day they add on social.
- What features they focus on.
- Customer feedback e.g. Amazon reviews.
- Their Unique Selling Propositions.
- What they do the same or similar to you.
- What negative comments have been said about them or their products?
- What could you do better than them?
- What could you offer as extra value?
- What stands out as something you do that your customers really like about you.