

# Method: 'Competitor Landscape' Worksheet

In this exercise, chart your competitive landscape on two quadrant graphs.

First, we'll measure **'Price vs. Quality'** to position five competitors and your business.

Then, we'll replicate the process, measuring **'Customer Satisfaction vs. Market Share.'**

These visualisations will help you identify market gaps and opportunities, empowering you to refine your brand's positioning and capitalise on advantages.

## Additional Dimensions to Measure

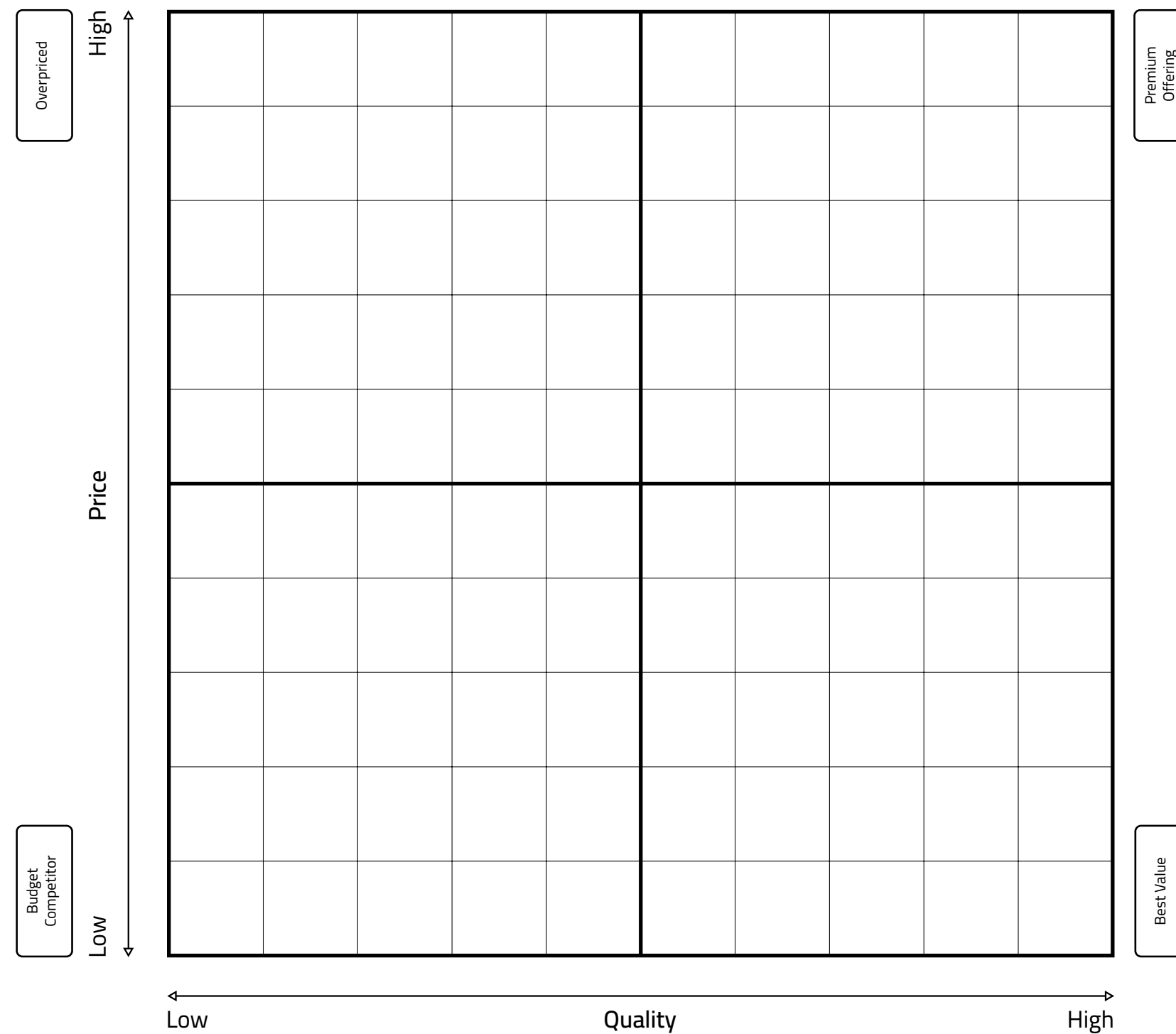
While these two quadrants are useful, you could consider alternative measurements depending on your audience:

**Innovation vs. Price:** For industries focused on tech or creative solutions.

**Brand Awareness vs. Market Share:** To identify competitors with strong recognition but weaker market dominance.

### Price vs Quality

Understand how competitors balance cost and perceived value in the market.



Top 5 Competitors

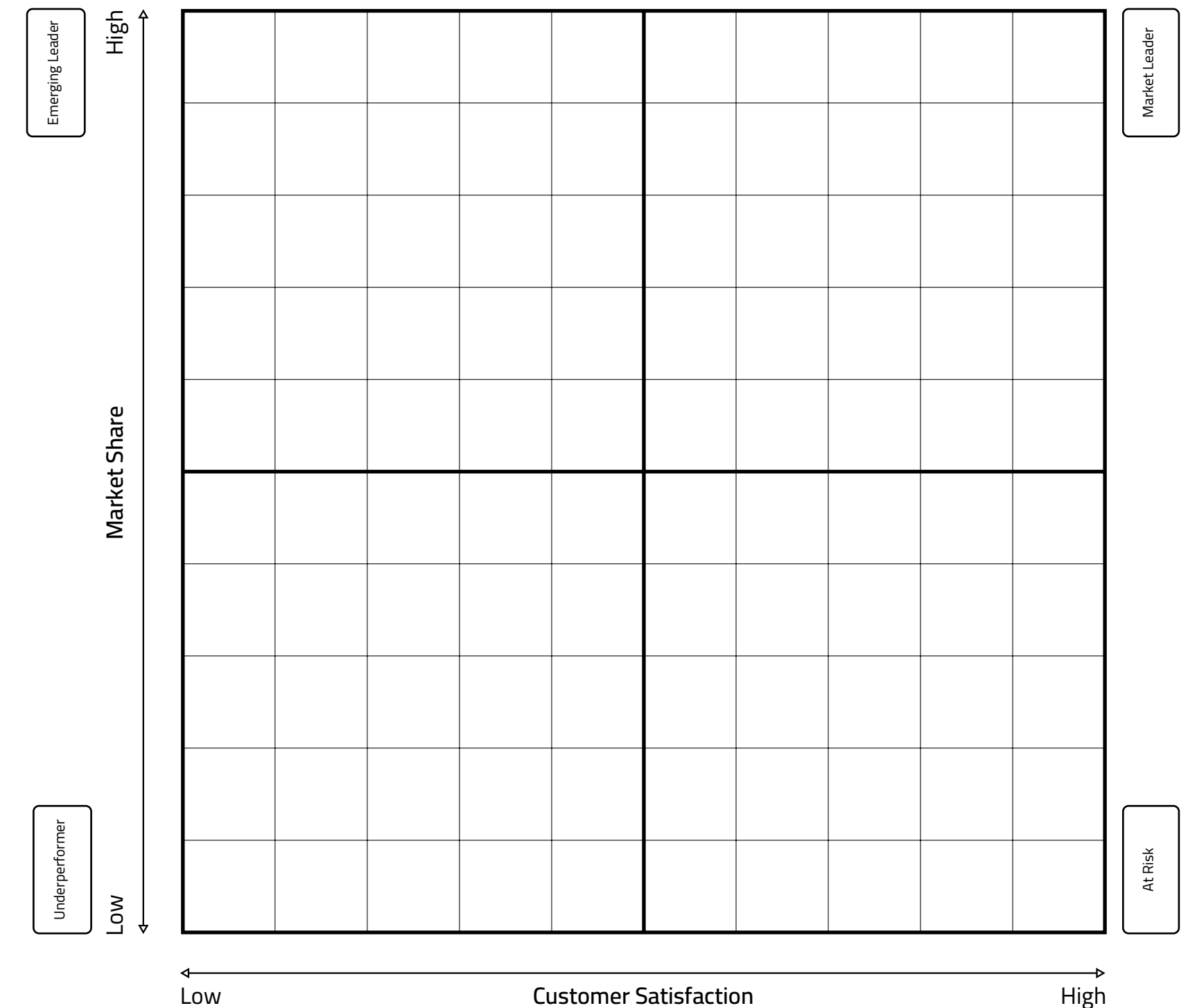
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Your Business

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### Customer Satisfaction vs. Market Share:

Evaluate how audience satisfaction aligns with market dominance.



Top 5 Competitors

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Your Business

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