

# Building your brand

## Competitor analysis worksheet



A competitor analysis worksheet is a valuable tool for evaluating your competitors and understanding your competitive landscape. It will enable you to gather, organise and analyse information about your competitors in a structured format and can be beneficial for your business in many ways, including:

- Informing strategic decision making
- Identifying opportunities and threats
- Enabling effective market positioning
- Guiding product development and offering
- Influencing pricing strategies

This competitor analysis worksheet should be updated every six months (this is a guideline only) to ensure that the information remains current and relevant, ensuring your business makes informed decisions and develops effective strategies to stay competitive in the market.

### 1. Overview

	Competitor one	Competitor two	Competitor three
Company name			
Location			
Number of employees			
Provide details of their mission statement and values. <i>Include their slogan or tagline if they have one.</i>			

This document is directed at professional investors and should not be distributed to or relied upon by retail investors.

## 2. Products and services

Competitor one

Competitor two

Competitor three

Describe the range of services offered by each competitor

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List any niche services, for example, estate planning, retirement planning etc.

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List the key features of each competitor's pricing structure

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Compare fee percentages, flat fees or hourly rates, if applicable

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### 3. Market focus

Competitor one

Competitor two

Competitor three

Identify the primary target audience for each competitor, for example, retirees, young professionals or high net-worth individuals

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Assess how well each competitor caters for the unique needs of its target market

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Estimate or research each competitor's estimated market share

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#### 4. SWOT (strength, weakness, opportunities and threats) analysis

Identify where your competitors excel and where there are vulnerabilities, where you can innovate or differentiate your company from your competition.

	Competitor one	Competitor two	Competitor three
<b>What are each competitor's strengths? What are they doing well?</b>			
<b>What are each competitor's weaknesses? What are their clients complaining about, and how can you use these weaknesses to your company's advantage?</b>			
<b>What are the opportunities for each competitor?</b>			
<b>What threats does each competitor face?</b>			

## 5. Competitive advantage

	Competitor one	Competitor two	Competitor three
<b>What is unique about their services that draws clients to them? What are their USPs? In what areas are they performing better than your company?</b>			
<b>List any headlines from customer reviews and feedback for your competitors, noting common customer complaints or praises</b>			

## 6. Online presence

	Competitor one	Competitor two	Competitor three
<b>Website analysis: evaluate the quality, user-friendliness and content of each of your competitor's websites</b>			
<b>Describe their social media presence and engagement</b>			
<b>Analyse their brand image and messaging</b>			
<b>Provide details of their advertising – where, what format and how often?</b>			

## 7. Financial information

Competitor one	Competitor two	Competitor three
<p>Provide financial data if available, including annual revenue, growth rates and profitability</p>		
<p>Analyse any recent financial reports or news related to your competitor's financial health</p>		

## 8. Expertise and credentials

Competitor one	Competitor two	Competitor three
<p>Note the qualifications, certifications and expertise of financial advisers working for each competitor</p>		
<p>Highlight any Certified Financial Planners (CFPs) or Chartered Financial Analysts (CFAs)</p>		

## 9. Technology and tools

Competitor one	Competitor two	Competitor three
<b>Analyse the technology, software and digital tools employed by competitors for financial planning, portfolio management and client communication</b>		
<b>Assess the user-friendliness of their platforms</b>		

### Next steps

Following completion of this worksheet, it is good practice to produce an action plan. This should include:

- An outline of specific actions or strategies your financial advisory business can implement based on the competitive analysis.
- Measurable goals and timelines for each action.

It would then be beneficial to establish a schedule for regularly updating the competitor analysis. Within this, consider including key performance indicators (KPIs) to measure the success of your strategies.

KPIs could include:

- Client acquisition rate
- Client retention rate
- Revenue growth
- Average client portfolio size
- Client satisfaction score (through feedback and surveys)

Reviewing the analysis every six to twelve months and measuring the KPIs will ensure that your associated action plan is relevant and focused.

## Investment risk information

The value of investments, and the income from them, may fall or rise and investors may get back less than they invested.

## Important information

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