


# COMPETITOR MAPPING

## WHAT

Strategic business tool that stimulates you to look outside your own company boundaries and compare yourself with other companies on a number of different dimensions

## WHEN TO USE

- **Stage(s):** Commercialisation & scale-up
- **Goal:** Create new knowledge and ideas
- **Type:** Systems thinking tool
- **Time & Effort:** 1 - 2 hrs 

## HOW TO USE

- Decide on what dimensions you want to compare. There are numerous possible dimensions and subdimensions.
- Some examples: product features, target customers, pricing, marketing strategy, strengths, weaknesses, competitive advantage, customer reviews, quality, delivery service, after sales support, location, customer loyalty,...
- Make sure that you can in fact obtain data for every dimension that you choose. Some possible sources are: competitors newsletters, stores, social media platforms, products, trade journals, conferences, customer surveys.
- Make a matrix in which you list own company and your competitors and score them on each dimension.
- For dimensions that are not quantifiable make sure to leave room for open discussion - this will generate valuable input.

# COMPETITOR MAPPING

## STRENGTHS

- Helps you to understand you market segment
- Gives a holistic overview of you position in the market and allows details if you zoom in on product features for example
- Allows you to spot large differences with you competitors wich will give a clear view on your competitive strengths and weaknesses
- Helps to spot opportunities in the market

## WEAKNESSES

- Requires thorough preparation: gathering information on your competitors on the dimensions under comparison.
- You can only compare on dimensions that you have information on. You generally don't know the cost effectiveness of you competitors for example.

References:

[https://www.mindtools.com/pages/article/newSTR\\_60.htm](https://www.mindtools.com/pages/article/newSTR_60.htm)

<https://www.contify.com/resources/blog/competitive-matrix/>