

- **How are your competitor's products positioned in the market?**

(low-cost products, high-quality products, products with unique features, ease of use, etc.)

- **How does your pricing compare? Are the competitors more or less costly? Why?**

- **Do competitors regularly discount their products or services? What is the size of the discount?**

**QUESTIONS YOU SHOULD FIND
THE ANSWER FOR A COMPETITIVE
PRODUCT ANALYSIS**

- **What are the key marketing channels of the competitors for distributing their products/services?**

(retail, brokers, franchising, direct marketing, affiliate marketing, etc.)

- **Does your sales team know the strengths and weakness of your competitors' products and services?**

- **How innovative are your competitor's products? How regularly they update features?**