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?

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?)