5. WHO ARE YOU UP AGAINST?

Its rare that you're the sole contender in a marketplace. Think about your competition and how you compare.

List your competitors and rank them from 1 to 10 on how they perform. Think about the parameters that your clients will compare you to them. Location, speed, expertise, finance options and breadth of services could be factors to consider.

It is also important to consider alternative solutions to the same problem - a car competes against other cars, as well as buses, taxis and bicycles.

Competitors	Price	Quality		



