|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Competitor Analysis Table** | | | | |
| **Record Date\*：** | | | | |
| **Filled By\*** |  | **Department\*** |  | |
| **Competing Firm\*** |  | **Product Name\*** |  | |
| **Survey Date\*** |  | **Survey Location** |  | |
| **Survey Content** | | | | |
| **Comparisons** | **Survey Results\*** | **Compared to Our Product** | | **Remarks** |
| **Product Retail Price** |  |  | |  |
| **Product Features** |  |  | |  |
| **Product Specifications** |  |  | |  |
| **Product Packaging Style** |  |  | |  |
| **Product Quality** |  |  | |  |
| **Ease of Use (Difficulty Level)** |  |  | |  |
| **Product Lifecycle (Deadline of Market Adaptation)** |  |  | |  |
| **Marketing Approach** |  |  | |  |
| **Customer Ratings** |  |  | |  |