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| **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** |  |  |  |