Market Competitive Analysis

|  |
| --- |
| Who are the people and companies doing what you’re already doing? |
| What are they offering and what is interesting about them?  |
| Why are they successful (or not)? |
| What makes “*a circus a circus*” in your world? |
| **Characteristic** | **Opposite or Other Possibility?****Eliminate – Raise – Reduce - Create** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |