**Competitive Intelligence Report**

A competitive intelligence report is made up of two components: Analysis and Scorecards. Although the scorecards appear in the second section of the report, they should be prepared first, as they provide the bulk of the information the analysis section is based on. Hence the Table of Contents of the report should follow, more or less, the outline below. For some of the information below, it may be useful to present an “ours and theirs” table, with data on your firm as well as the competitor’s in a table format that will make it easy for the reader to compare the two firms.

### 1.   Company Data

This competitive analysis delves into your company's and your competitor’s financial strengths including:

* Revenues, expenses, and profits.
* Employees.
* Company history and background.
* Recent mergers & acquisitions.
* Location, facilities, and delivery centers.

### 2. Financial Data

It delves into your company's financial strength including:

* **Performance metrics** - Revenues, profits, operating expenses.
* **Business segments** - Performance of each business segments.
* **Return** - Return on capital employed and equity.
* **Assets - Total value of tangible and intangible assets.**
* **Capital - Total shareholder capital and promoter stake.**

### 3. Product Comparison

Learn about your competitor's product merits based on:

* **List of existing products** that compete with your products
* **Existing Features** - Features that are present in your competitor's product and how you rank against it.
* **Upcoming Features** - Features that your competitors are building.
* **Pricing**- Offer price of their products (including discounts, individual pricing plans) versus yours.
* **Market Share** - Product market share in geographies and customer segments.
* **Marketing** - Marketing efforts of your competitors.
* **Customers** - Number of customers for each product that you compete against and their wallet shares.
* **Your game plan** - List down ways how you will compete with them.

### 4. Strategic Comparison

Compare your business performance with your competition using a strategic intelligence analysis. Here is how you can use it.

Strengths:

* **Core features** - Core features of your competitor's products.
* **Assets**- It includes tangible (machinery, property, facilities), and intangible assets (trademarks, patents, goodwill) that your competitors have.
* **Management** - Key executives in the competitor's company and how crucial they are to their chances. Will your competitor go under if they depart? You should have a resume for each of them in the appendix, including previous employers in the same field as yours, and employers in other fields.
* USP - Unique selling proposition of their product and what makes customers crave for it.

Weaknesses:

* Shortcomings - Demarcate your deficiencies against your competitors.
* Competitor's strengths - What is your competition good at, e.g., customer service, supply chain management, faster delivery.

Opportunities:

* Customer segments- Newer customer segments that you have not explored yet.
* Business segments - Uncharted business territories that your company has not explored yet.
* Geographies - Newer countries or geographies where your product is not well-known.

Threats:

* Emerging competition - Emerging new competitors and their USP.
* New technologies - Technologies can outsmart you faster than you think, more so if your competitors have identified them before you. Knowing about them earlier can put you ahead.
* Negative customer reviews - Negative customer reviews and press coverage can cause you reputational damage.

A lot of this information can is available from corporate results, registering for patents, trademarks, real estate permits et al.

### 5. Quantitative Scorecard

This numeric scorecard draws on the scorecards you have prepared, and tells you how good your business is across qualitative parameters including:

* Core product features/competencies
* Assets that are difficult to replicate (e.g., trademarks, patents)
* USP of products/solutions/services
* Location
* Customer support
* Customer reviews
* Company reputation
* Ease of using
* Partner & Reseller network
* Marketing strategy

You can fill this template on a scale of 1 to 5 for all your competitors. Since this is in a numeric format, it becomes easy to populate and draw conclusions.

### 7. Marketing Intelligence

The competitive marketing intelligence template explains how your marketing efforts stack up versus your competition. You can measure the following parameters:

* **Target audience** - Customer segment that your competitors are targeting.
* **Website** - Landing pages that your competitor has including blogs, resources, investors, events, industries, etc.
* **Traffic** - Website traffic of your competitor.
* **Marketing collateral** - [Marketing collateral](https://www.paperflite.com/blogs/introduction-marketing-collateral) themes including videos, white papers, and eBooks that they have.
* **Sales Collateral** - [Sales collateral](https://www.paperflite.com/blogs/basics-sales-collateral-you-need-know) that sales reps at your competitors use to close deals.
* **Awards** – Awards that they have won.