

FINDRIVALS

Competitor Analysis Starter Kit

The 10-step scan, scorecard, SWOT and pricing
templates consultants charge thousands for.

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Use it with the free FindRivals workspace to run the whole method in an afternoon.

The 10-step competitor scan

Do this once a quarter (or before any big pricing or launch decision). One afternoon is enough for a first pass; depth comes from repeating it.

- > **1. List 5-8 rivals.** 3 direct (same customers), 2 indirect (different solution, same problem), 1 aspirational (the brand you want to become), 1 new entrant to watch.
- > **2. Capture their offer.** One line each: who they serve, what they promise, price point. If you cannot state it in one line, their positioning is weak - note that.
- > **3. Map their prices.** List every plan/tier in your currency. Note billing periods, setup fees, and what is gated behind higher tiers.
- > **4. Mine 20 reviews.** 10 positive, 10 negative across Google, Trustpilot or app stores. Write down the exact phrases customers repeat - praise themes and complaint themes.
- > **5. Score them 0-10.** On the 5 criteria your customers actually choose on (see scorecard). Weight what matters most, not everything equally.
- > **6. Plot positioning.** Two axes your market cares about (e.g. price vs quality). Clusters show where everyone fights; empty space shows where nobody is.
- > **7. Find feature gaps.** Table stakes you lack (fix fast), differentiators you own (say louder), white space nobody serves (consider building).
- > **8. Write the SWOT.** Strengths/weaknesses from YOUR data above - never from opinion. Each line must point to evidence from steps 2-7.
- > **9. Build one battlecard.** For the rival you lose deals to most: 3 strengths to respect, 3 weaknesses to probe, 2 landmine questions for prospects.
- > **10. Set 3 actions.** One pricing, one product, one marketing action. Owner + date each. Snapshot everything so next quarter you see what changed.

Template 1: Competitor scorecard

Score each rival 0-10 on the criteria below (adapt the criteria to your market). Multiply by the weight, add up, rank. Re-score quarterly - the movement matters more than the number.

Criterion	Weight	Rival 1	Rival 2	Rival 3	You
Price competitiveness	25%				
Product / service quality	25%				
Reviews & reputation	20%				
Range / features	15%				
Convenience / location	15%				
WEIGHTED TOTAL	100%				

Tip: pick criteria customers mention in reviews, not what you wish they cared about. If price decides 40% of deals in your market, weight it 40%.

Template 2: Evidence-based SWOT

Rule: every line needs evidence from your scan. "Good brand" is not a strength; "4.8 stars across 900 reviews vs rival average 4.2" is.

STRENGTHS (internal +)	WEAKNESSES (internal -)
OPPORTUNITIES (external +)	THREATS (external -)

Then convert: S-O (attack), W-O (fix), S-T (defend), W-T (avoid). A SWOT with no actions is decoration.

Template 3: Pricing comparison

Normalise everything to the same unit and period before comparing. A rival that looks 20% cheaper monthly may be 10% more expensive annually.

Rival	Entry price	Mid price	Top price	Billing	Notes

Checklist: before you publish any analysis

- ☐ Every rival has a source next to each claim (review link, price page, ad).
- ☐ Scores use the same criteria and weights for all rivals.
- ☐ At least one person who disagrees with you has challenged the scores.
- ☐ The action list has owners and dates, not just ideas.
- ☐ You saved a snapshot so next quarter shows what changed.

DONE MANUALLY? NOW DO IT 10x FASTER

Run the whole method in FindRivals

Scorecards, positioning maps, pricing in 160+ currencies,
review mining, auto-SWOT, battlecards and snapshots.

findrivals.com - free during early access