

Competitor SWOT Template

Use this template to identify strategic leverage, expose vulnerabilities, and outline action items.

STRENGTHS

- What structural moats (capital, size) does the rival have?
- What is their primary customer acquisition engine?
- Which product features do their users praise most?

WEAKNESSES

- Where is their product experiencing negative feedback?
- Do they have customer support or customer success issues?
- Is their pricing structure complex or expensive?

OPPORTUNITIES

- Can we exploit their product gaps with targeted features?
- Is there a customer segment they are neglecting?
- Can we poach their unhealthy users with better onboarding?

THREATS

- Are they filing patents or acquiring startups?
- Are they expanding into our core target market?
- Are they starting a price war to squeeze margins?