

Key Competing Factors

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List the key factors the industry currently competes on

Your Company's Offering Level

(Rate on a 1 - 5 Likert-type scale)

Your Competitor's Offering Level

(Rate on a 1 - 5 Likert-type scale)

Factor 1	Product's Level	Competitor's Level

Strategy Canvas

- Product
- △ Competitor 1
- ◇ Competitor 2

