## **Key Competing Factors**

Key Competing Factors List the key factors the industry currently competes on	<b>Your Company's Offering Level</b> (Rate on a 1 - 5 Likert-type scale)	<b>Your Competitor's Offering Level</b> (Rate on a 1 - 5 Likert-type scale)
Factor 1	Product's Level	Competitor's Level

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## **Strategy Canvas**

Product
Competitor 1
Competitor 2

