

summary of competition knowledge

A Competitive Brand or product	B Name of company who sells the competitive brand or product	C When: was product launched	D Who: What other customers also use this brand or product	E Estimated annual value of contract	Geographic areas				
					Area 1: England	Area 2 (i.e. Wales)	Area 3	Area 4	Area 5
1) Brand Name or product currently used by client					active	active	active	active	active
current brand or product									
2) Top end brands/products									
competitor 1									
competitor 2									
competitor 3									
3) Middle Market brands/products									
competitor 1									
competitor 2									
competitor 3									
4) Lower End brands/products									
competitor 1									
competitor 2									
competitor 3									

