MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

# My competitor map

Lesson: Mapping the competition in your city · about 15 minutes

Find your real competitors, record them on a grid and look for an open position.

**Your business** (name, service, main city):

1. For your main service, list your direct competitors, the substitutes clients consider, and the do-it-yourself option. Which wins against you most often?

2. List eight to fifteen competitors and where you found each name: interviews, search, listings, venues, social or shows.

3. For your five most important competitors, record their headline, starting price (if shown), review count, specialty and main channels.

4. **Choose two axes that matter to your clients. Explain why, using evidence from interviews.**

5. **Describe where competitors cluster on your map, where you sit today, and one open position you could credibly own.**

6. **Write the argument you will use against your biggest substitute or the do-it-yourself option.**

## Check: can you now

- Identify direct competitors, substitutes and the do-it-yourself option for your main service
- Build a competitor grid of eight to fifteen businesses using public information and client feedback
- Plot competitors on a two-axis map and describe one open position your business could own

## One change you will make this week