

**Direct competition** refers to anyone in your local market who essentially offers the same products or services. By evaluating your competition, we'll be able to determine what areas you excel at.

Using this worksheet, list five of your direct competitors. Please feel free to add any additional information you may have about your competition. We will be doing our own evaluation, but any insight that you provide can help us fill in the gaps and provide better suggestions for you on how to present your company as the better choice.

If you know information about any of the following, consider including insight about their:

- Service offerings (quality, selection, price)
- Local reputation
- Involvement in the local community
- Advertising and marketing efforts

<b>Direct Competitor #1</b>	<b>Company Name</b>	
	<b>Website URL (if possible)</b>	

**What do believe that this competitor does better than you?**

**What do you believe that you do better than this competitor?**

<b>Direct Competitor #2</b>	<b>Company Name</b>	
	<b>Website URL (if possible)</b>	

**What do believe that this competitor does better than you?**

**What do you believe that you do better than this competitor?**

<b>Direct Competitor #3</b>	<b>Company Name</b>	
	<b>Website URL (if possible)</b>	

**What do believe that this competitor does better than you?**

**What do you believe that you do better than this competitor?**

<b>Direct Competitor #4</b>	<b>Company Name</b>	
	<b>Website URL (if possible)</b>	

**What do believe that this competitor does better than you?**

**What do you believe that you do better than this competitor?**

<b>Direct Competitor #5</b>	<b>Company Name</b>	
	<b>Website URL (if possible)</b>	

**What do believe that this competitor does better than you?**

**What do you believe that you do better than this competitor?**

**Indirect competitors** are businesses that offer slightly different products and services, but target the same group of customers with the goal of satisfying the same need. Here are some examples:

- Internal IT Departments
- Industry Vendors who Bundle MSP Services
- Break/Fix IT Companies
- Large IT Companies (e.g., Dell, HP) Shifting to MSP

Take a moment and list at least 3 companies or general concepts that can be considered your Indirect Competition, then explain what you like and/or dislike about what they do. You can use any of the examples above as well. When applicable, please include a link to their website.

<b>Indirect Competitor #1</b>	<b>Company/Competition Type</b>	
	<b>Website URL (if possible)</b>	
<b>Explain why you consider this company or general concept to be an indirect competitor.</b>		

<b>Indirect Competitor #1</b>	<b>Company/Competition Type</b>	
	<b>Website URL (if possible)</b>	
<b>Explain why you consider this company or general concept to be an indirect competitor.</b>		

<b>Indirect Competitor #1</b>	<b>Company/Competition Type</b>	
	<b>Website URL (if possible)</b>	
<b>Explain why you consider this company or general concept to be an indirect competitor.</b>		

<b>Indirect Competitor #1</b>	<b>Company/Competition Type</b>	
	<b>Website URL (if possible)</b>	
<b>Explain why you consider this company or general concept to be an indirect competitor.</b>		