

Competitive Profile Matrix

| | | Your Company | | Competitor 1 | | Competitor 2 | |
|--------------------------------|-------------|--------------|----------------|--------------|----------------|--------------|----------------|
| Critical Success Factors | Weight % | Rating | Weighted Score | Rating | Weighted Score | Rating | Weighted Score |
| Product Quality | 5% | 4 | 0.2 | 1 | 0.05 | 2 | 0.1 |
| Customer Service | 10% | 3 | 0.3 | 2 | 0.2 | 3 | 0.3 |
| Pricing | 10% | 4 | 0.4 | 3 | 0.3 | 3 | 0.3 |
| Innovation | 5% | 4 | 0.2 | 4 | 0.2 | 4 | 0.2 |
| Brand Reputation | 10% | 4 | 0.4 | 1 | 0.1 | 4 | 0.4 |
| Distribution Network | 5% | 3 | 0.15 | 4 | 0.2 | 4 | 0.2 |
| Digital Presence | 10% | 1 | 0.1 | 4 | 0.4 | 4 | 0.4 |
| Operational Efficiency | 10% | 2 | 0.2 | 4 | 0.4 | 2 | 0.2 |
| Environmental Impact | 10% | 3 | 0.3 | 3 | 0.3 | 4 | 0.4 |
| Research and Development (R&D) | 10% | 4 | 0.4 | 3 | 0.3 | 4 | 0.4 |
| Financial Stability | 10% | 3 | 0.3 | 3 | 0.3 | 3 | 0.3 |
| Partnerships and Alliances | 5% | 2 | 0.1 | 1 | 0.05 | 2 | 0.1 |
| Total Score | 100% | | 3.05 | | 2.8 | | 3.3 |

Competitive Profile Matrix And Swot Analysis

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