COMPETITOR MAP

Marketing Strategy · Strategy · The Strategy Statement

One competitor of each kind: the same sport, another sport, another way people spend their time and money. Be honest in "what it does better". Then decide for each: compete on it, or leave it to them?

THREE COMPETITORS

COMPETITOR (KIND)	WHAT IT OFFERS · TO WHOM	WHAT IT DOES BETTER THAN US · COMPETE OR LE
Same sport		
Other sport		
Other way to spend time		

The space nobody takes

COMPETITOR MAP

Marketing Strategy · Strategy · The Strategy Statement

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Three competitors

The rich club of the city (same sport) — Top division, modern stadium, strong with young people — Experience and digital · leave it; it has no history

The handball club (other sport) — Friday nights for families in a small hall — Closeness of players to children · compete with the academy family day

The new shopping centre (other way) — Cinema and play area, full every Saturday — Easy, warm, predictable · leave comfort; it has no identity, story or community

The space nobody takes

History, identity and belonging: no competitor can take them.