



DRAFTSCAPES

Landscape Design: Competitor Analysis Spreadsheet

	Company #1 (Direct Competitor)	Company #2 (Direct Competitor)	Company #3 (Direct Competitor)
Name			
Location			
Size (Estimated Number of Employees)			
Target Market Area			
Level of Distinction (If any)			
Website Strengths/Weaknesses			

Key Call Information (Competitors 1-3 Only)

1. Answering of Call			
2. Initial Design Process (Questionnaire or Visit)			
3. Project Size Limitations (if any)			
4. Service Turnaround			
5. Pricing Model			
6. Recent Project Strengths/Weaknesses			

	Company #4 (Indirect Competitor)	Company #5 (Indirect Competitor)
Name		
Location		
Size (Estimated Number of Employees)		
Target Market Area		
Level of Distinction (If any)		
Website Strengths/Weaknesses		