

Market Research Survey Form: Competitor Analysis

Conducting a **market research survey** form sample for competitor analysis helps businesses gather valuable insights on industry trends and customer preferences. This tool enables the comparison of competitor strengths and weaknesses, facilitating strategic planning. Utilizing well-designed survey forms ensures accurate data collection and informed decision-making.

Respondent Information

Name:

Email:

Company Name:

Role/Position:

Competitor Analysis

1. Who are your primary competitors?

2. How would you rate your competitors on the following factors?

Factor	Excellent	Good	Average	Poor
Product Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What are your competitors' unique selling propositions?

4. In which areas do you think your business can outperform the competition?

5. Additional comments or observations:

Submit Survey