

# Market Research Questionnaire for Competitor Analysis

A **market research questionnaire** for competitor analysis helps businesses gather essential data about their rivals' strengths and weaknesses. It focuses on customer preferences, product features, pricing strategies, and market positioning. This tool enables companies to make informed decisions and improve their competitive edge.

## General Information

Industry:

Your Brand Name:

Competitor Name:

## Product & Service Features

What products or services does the competitor offer?

How does the quality of their products compare to yours?

Better

What unique features do their products/services have?

## Customer Preferences

Why do customers choose this competitor?

Which customer segments do they primarily target?

## Pricing Strategies

How are their products/services priced compared to yours?

Higher

Do they offer discounts, bundles, or special promotions?

## Market Positioning

How is the competitor positioned in the market?

What is their reputation among customers?

Very Good

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