	URL	TYPE (PRIMARY, SECONDARY, TERTIARY)	POSITIONING	PRICE	TARGET AUDIENCE	OFFERING	COMPETITIVE ADVANTAGE	SALES CHANNELS	MARKETING STRATEGY	STRENGHTHS	WEAKNESSES	OPPORTUNITIES	THREATS
My company													
Competitor 1													
Competitor 2													
Competitor 3													
Competitor 4													
Competitor 5													
Competitor 6													
Competitor 7													
Competitor 8													
Competitor 9													
Competitor 10													