

SHEBUILDSBRANDS

COMPETITOR ANALYSIS

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Your Competitors

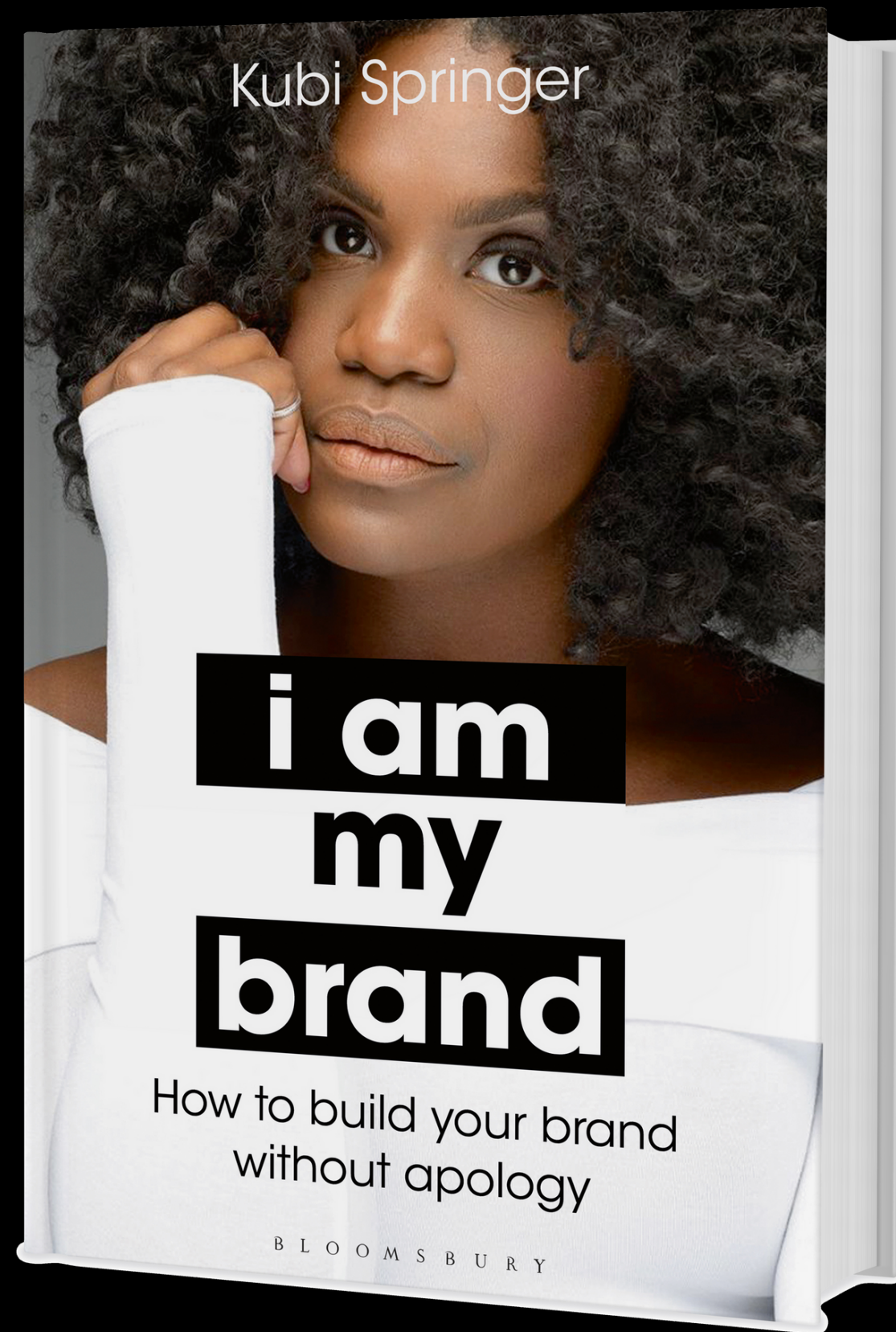
Success leaves a footprint; whose footprint do you need to follow? You should spend time undertaking a Competitor Analysis across your aspirational, direct and non-direct competitors, so that you are aware of who they are and what they are doing.

It is recommended that you do this once a year to help reposition your brand for greater success.

Let's Do The Work!

List their pricing, fee and salary - you can always find this out by requesting a brochure, reviewing their website or estimating based on industry knowledge.

Competitor	Price Points	Pricing Strategy



“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

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