**Who are your competitors?**

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|  | **Competitor 1** | **Competitor 2** |
| **Direct Competitor** |  |  |
| **Indirect Competitor** |  |  |
| **Emerging Competitor** |  |  |

**Competitor**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Products** | | **Services** | |
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**SWOT Analysis**

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| **Strengths** |  |  |  |  |
|  |  |  |  |
| **Weaknesses** |  |  |  |  |
| **Opportunities** |  |  |  |  |
| **Threats** |  |  |  |  |

**Digital Platforms**

|  |  |  |  |
| --- | --- | --- | --- |
| **Platform** | **Notes** | **Platform** | **Notes** |
| **Facebook** |  | **TikTok** |  |
| **Instagram** |  | **Google Business** |  |
| **LinkedIn** |  | **Pinterest** |  |
| **YouTube** |  |  |  |
| **X (Twitter)** |  |  |  |
|  |  |  |  |