

Competitor Analysis

Marketing

Understanding rivals well enough to anticipate them.

What to establish about each rival.

Establish

Their actual position and target segment

Cost structure and likely margins

Capabilities and constraints

What their incentives reward

Their pattern of past responses

Then predict

What they will do if you cut price

Which segments they will not defend

Where they cannot follow you

What would force a response

The most useful output is knowing which moves a rival cannot match — because of cost base, channel conflict or positioning.