



# Competitor Analysis for Market Positioning

An in-depth comparison of competitors can help establish market position upfront.

Analysis of competitors is a specific type of market research. It helps you to analyze your situation as compared to your closest competitors and determine your chances of success in the market.

Competitor analysis is an important part of analysis. The aim is to obtain knowledge about the current competitive situation in order to make forecasts about the market prospects and potential success for one's own company.

In an intensive exchange to capture all the experience already available in your company, we pair this knowledge with extensive independent research, and then enable2grow derives a well-founded assessment of your own market position from the result.

Together we will execute the following steps:

- Identify and analyze all relevant factors that could have an impact on the target market
- Create an overview of competitors' strengths and weaknesses based on the defined criteria
- Position you and your competitors in a matrix to make informed decisions

**“The market position of your competitors as compared to your own position is an essential basis for the development of appropriate strategic measures for the future success of your company.”**



**Dr. Carolin Matouschek** | Enabler & Director of Market Research

Carolin is a market research expert and enabler with experience in developing growth strategies for a wide range of clients. With her structured approach to dealing with complexity and her deep understanding of technology trends she quickly gets to the heart of key insights and delivers pragmatic and concrete solutions. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).