



Competitive Pricing Analysis Template

In this step of our competitor analysis, we're looking to gain some insight into the pricing of competitors in your market, and how your pricing structure compares. Setting a price structure that is too expensive or inexpensive can cause serious problems for your business. Knowing how you stack up against others with regards to price can help your business grow faster and more sustainably. You'll be able to avoid huge problems with cash flow and sales.

The first step in our pricing analysis is to research the competition's pricing structure. You should learn what your competitors' pricing outline is and record it. If applicable, learn more about what your competitors' subscription plan type is. Do they have monthly or annual options or is it a one-time fee? This will help you understand why certain purchasing decisions are made by potential consumers and you can leverage that into an advantage for your own business. Make additional notes for any other price-related factors for each competitor. Are there shipping fees, service costs, warranty offers, etc.? Are your competitors being transparent about their pricing or are they deceptive?

Ultimately, your goal is to determine how their overall pricing compares to yours. You can find a number of opportunities and threats simply from analyzing market pricing. Try to understand your competitor's strategy, and you'll be able to adjust your own to come out on top.