

Ralph Zuranski
PolishPower.com
214-878-6885
polish.power@verizon.net

BRANDING Competitive Audit

Collate Research, Review and Revise

- What are the results?
- Are the opportunities worth taking a calculated risk?
- How can you process this information back into sales, marketing, engineering and branding?

Gather Information

- What information do we need?
- What materials and research documents do we have that are relevant?
- Do we need to gather additional information?
- What would be the most effective methods to gather that information?

Identify Your Challengers

- Who are your main rivals?
- Which companies are indirect rivals?
- Who are their main clients?
- What differentiates your company from them?
- Are they focused or do they serve many markets?

Analyze Your Product/Service "Positioning"

- How does the competition position themselves?
- What are your products/services main benefits?
- What solution do your products/services provide?
- What are your three key strengths and three key weaknesses?
- Do you have brand identity with your clients and does the market recognize that identity?

Assess Your Significance in the Marketplace

- What is your "mission"?
- What is your guiding principle, slogan or tag line?

Revisit Your Main Challengers

- What types of demonstrations/presentations do they do?
- Has their web site been updated and is it updated regularly?
- Have you bought their product to test?
- What level of customer service or tech support do they offer? Test it!

Examine "Your Brand"

- How do your products, services, groups, divisions tie in or bind?
- How are your products leveraged and ordered?

Evaluate Your Company Identity

- What type of signage, if any, do you use?
- What types of collateral materials do you use to get your message out?
- Are your symbols, typeface and color relevant in today's market?
- What do these identifiers mean to you and to your customers?