

Competitor Index Calculator

Introduction

Understanding your competitive strengths and weaknesses is a prerequisite to developing

The Competitor Rating Calculator allows you to rate your offering against that of up to five

Competitors can be rated on the basis of the most important factors in the purchasing deci

Bar and radar charts are automatically generated based on the ratings input.

The ratings are then adjusted on the basis of the importance/weighting you have given to €

The weighted ratings are automatically calculated and bar and radar charts are generated.

A Total Competitive Score is also calculated and a corresponding Bar Chart is produced.

A Total Adjusted Competitive Score is also calculated and a corresponding Bar Chart is prc



a winning marketing strategy.

main competitors.

sion.

each of the factors in the purchasing decision

duced.

Competitor Index Calculator

User Instructions

Open the Competitor Index Calculator worksheet.

The cells in **RED** are the data input fields.

The following data should be entered:

Enter your **Company Name**

Enter the **Purchasing Factors** you consider most important and the **Weighting** for each in it. Start with the most important factor and assign the weighting to each. Note that the weighting must add up to a total of 100

Enter the Name of each **Competitor** (you may analyse up to 5 competitors)

For each Purchasing Factor rate each competitor on a scale of 1 to 10 as follows:

Competitive Ratings

10 = Very strong/best in class Performer

5 = Average performer

1 = Extremely weak Performer

The weighting ratings are calculated for each competitor based on the weighting of each fa

A Total Competitive Score is calculated and Bar and Radar Charts are automatically gener

Enjoy!

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the Purchasing Decision.

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each of the factors in the purchasing decision

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Competitor Index Calculator

Company Name

My Company Inc

Competitor Factors

Weighting

Price	30%
Quality	20%
Customer Service	20%
Product Range	10%
Distribution Outlets	10%
Other 1	5%
Other 2	5%
	100%

Competitive Ratings

10 = Very strong/best in class Performer
 5 = Average performer
 1 = Extremely weak Performer

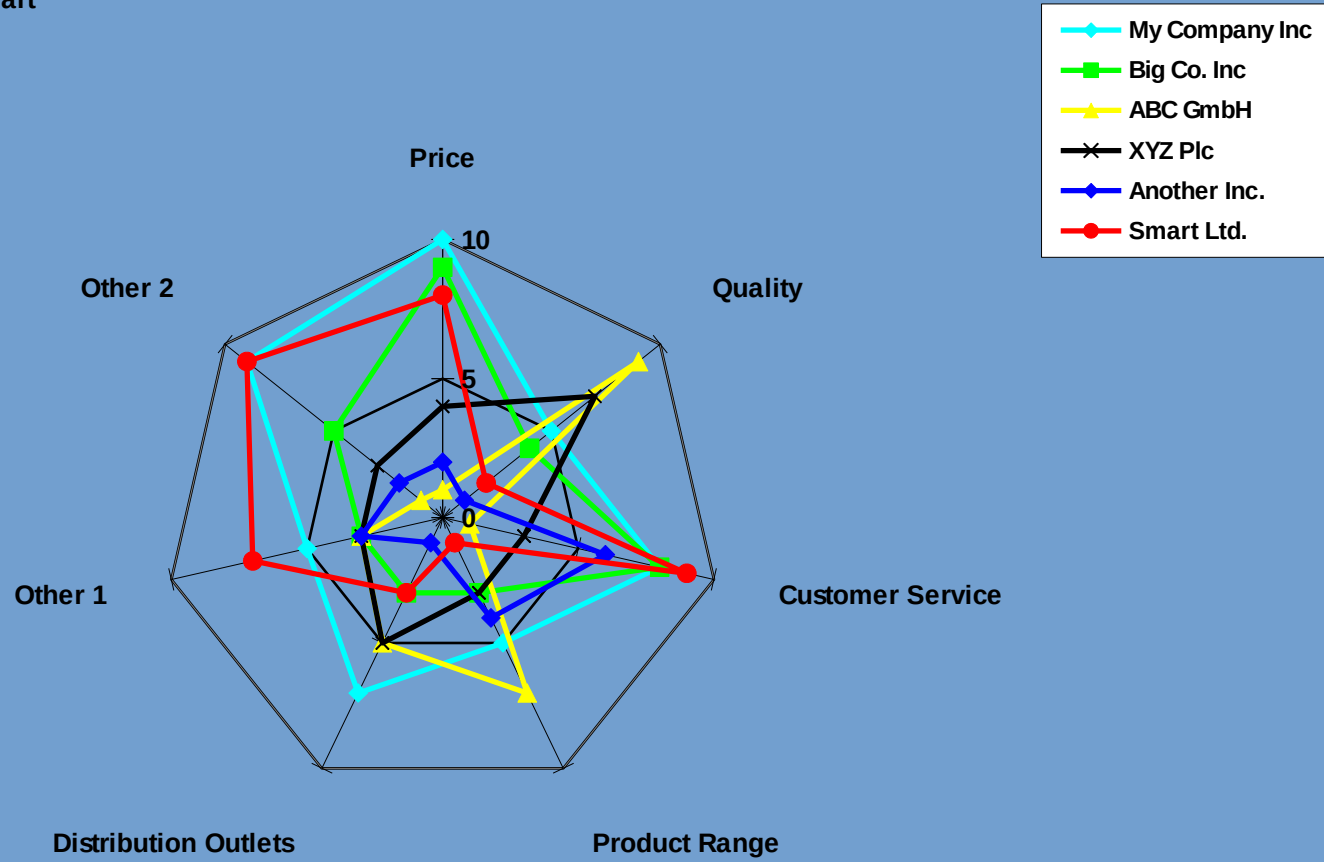
Competitor Rating

Competitors	Price	Quality	Customer Service	Product Range	Distribution Outlets	Other 1	Other 2	Total Score
My Company Inc	10	5	8	5	7	5	9	49
Big Co. Inc	9	4	8	3	3	3	5	35
ABC GmbH	1	9	1	7	5	3	1	27
XYZ Plc	4	7	3	3	5	3	3	28
Another Inc.	2	1	6	4	1	3	2	19
Smart Ltd.	8	2	9	1	3	7	9	39

Weighted Rating

Competitors	Price	Quality	Customer Service	Product Range	Distribution Outlets	Other 1	Other 2	Total Score
My Company Inc	3	1	1.6	0.5	0.7	0.25	0.45	7.5
Big Co. Inc	2.7	0.8	1.6	0.3	0.3	0.15	0.25	6.1
ABC GmbH	0.3	1.8	0.2	0.7	0.5	0.15	0.05	3.7
XYZ Plc	1.2	1.4	0.6	0.3	0.5	0.15	0.15	4.3
Another Inc.	0.6	0.2	1.2	0.4	0.1	0.15	0.1	2.75
Smart Ltd.	2.4	0.4	1.8	0.1	0.3	0.35	0.45	5.8

Competitor Radar Chart

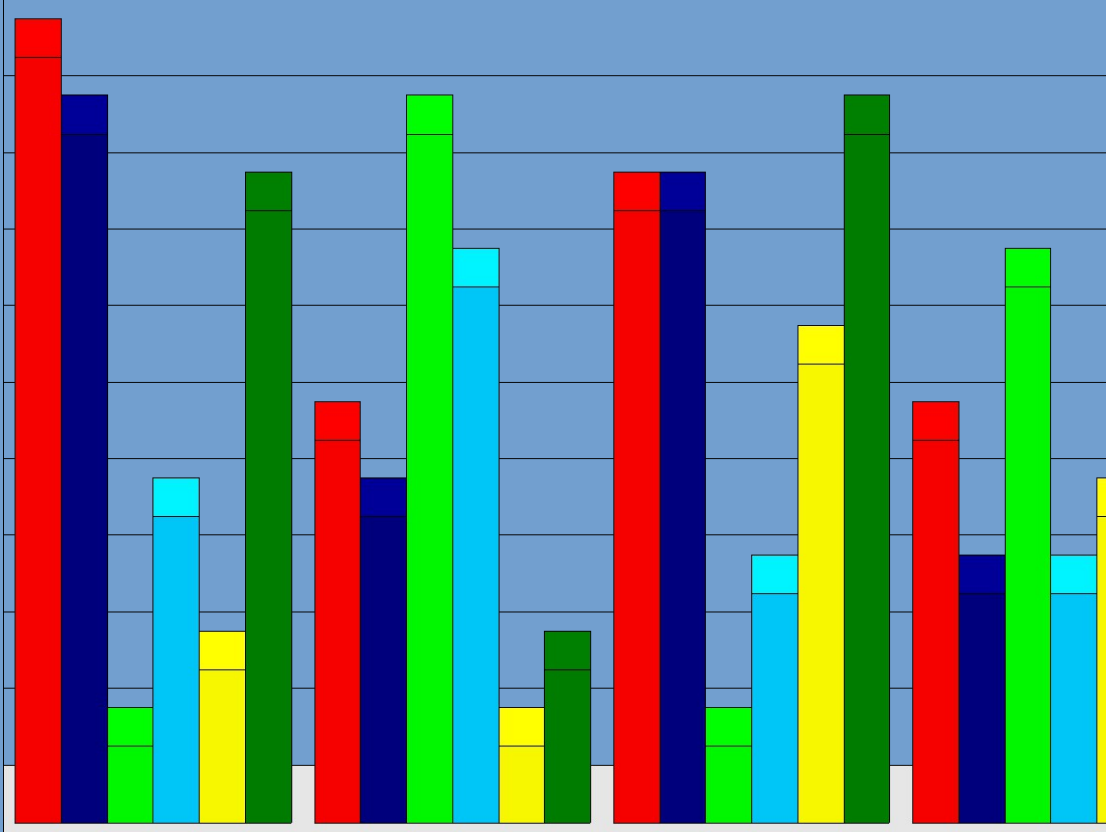


Adjusted Competitor Radar Chart



Competitor R

■ My Company Inc ■ Big Co. Inc ■ ABC GmbH ■



Price

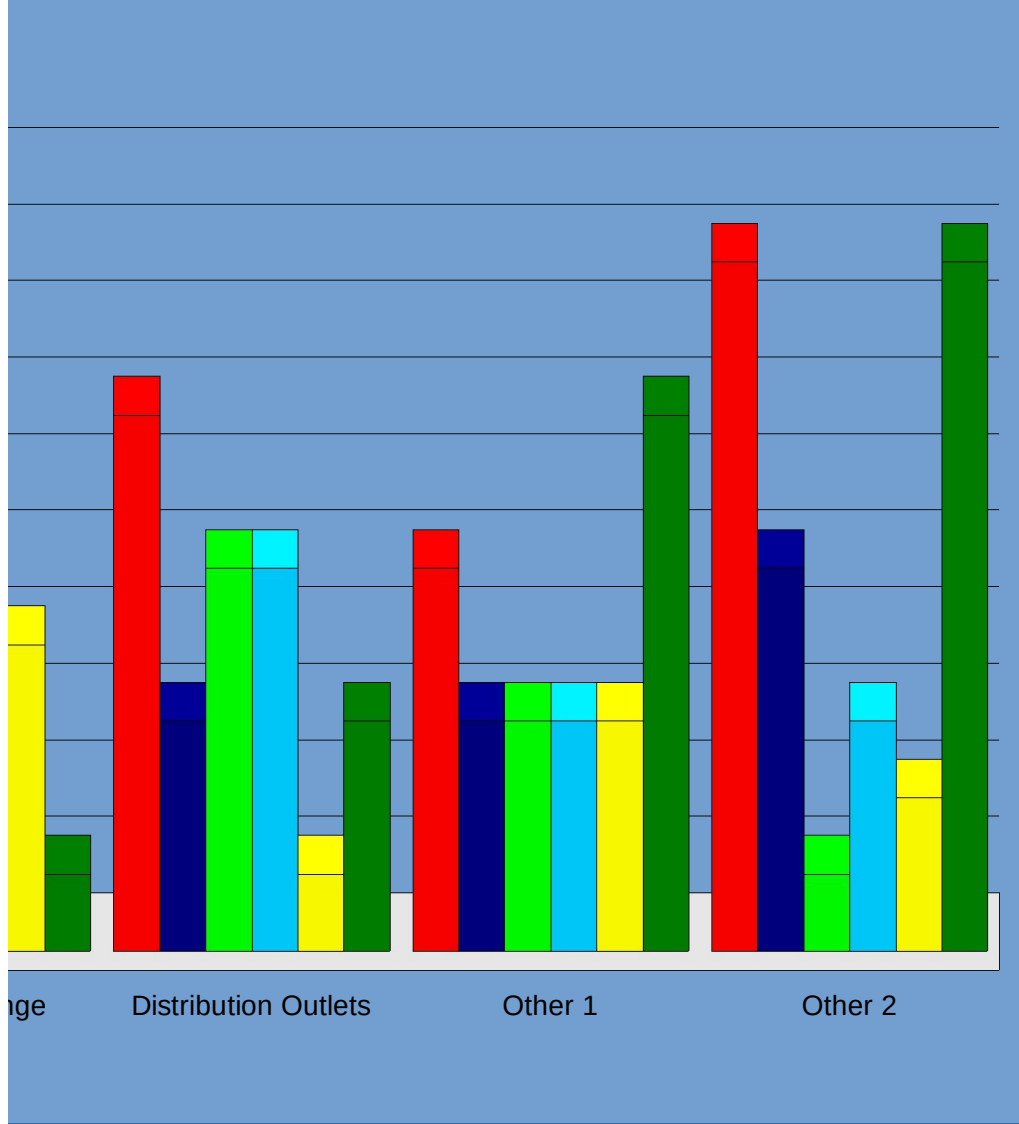
Quality

Customer Service

Product Range

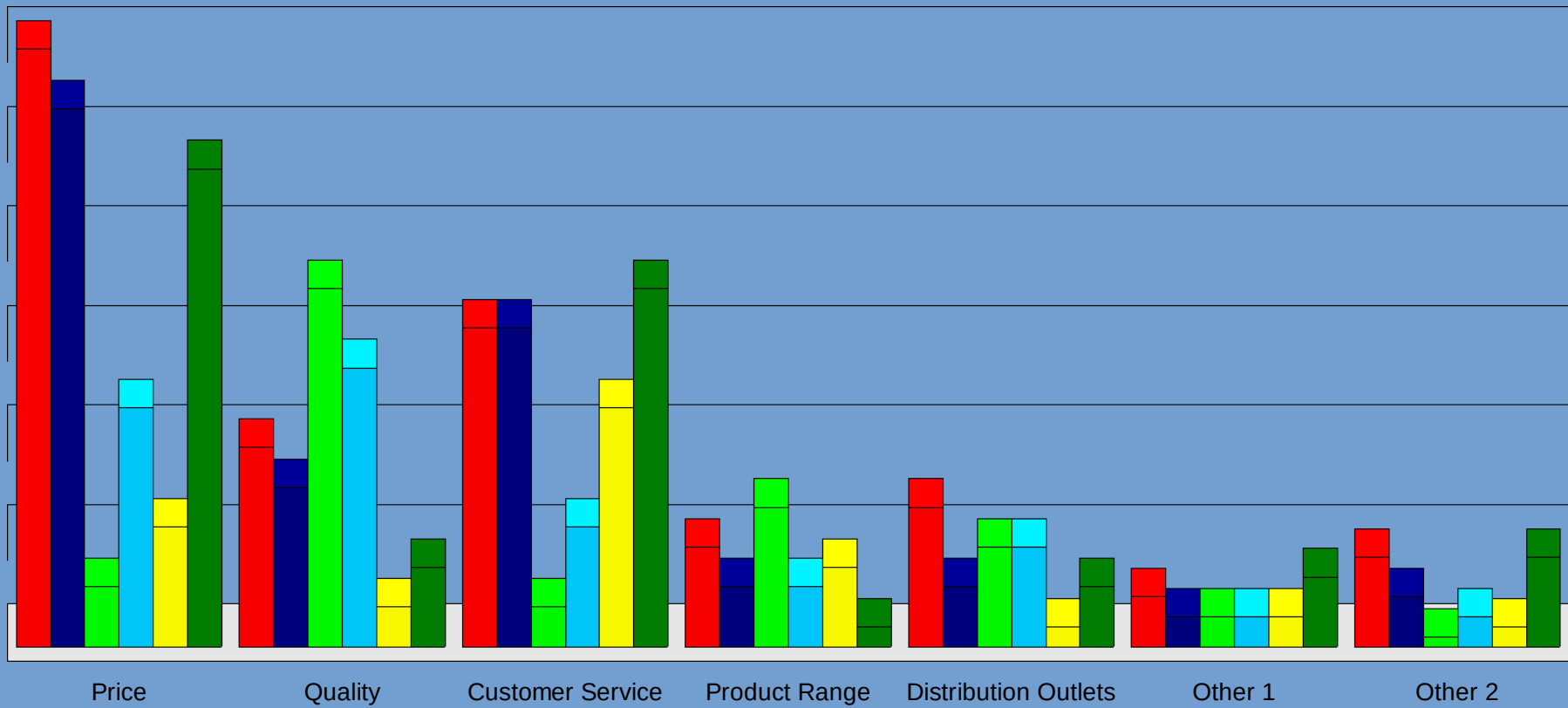
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XYZ Plc Another Inc. Smart Ltd.

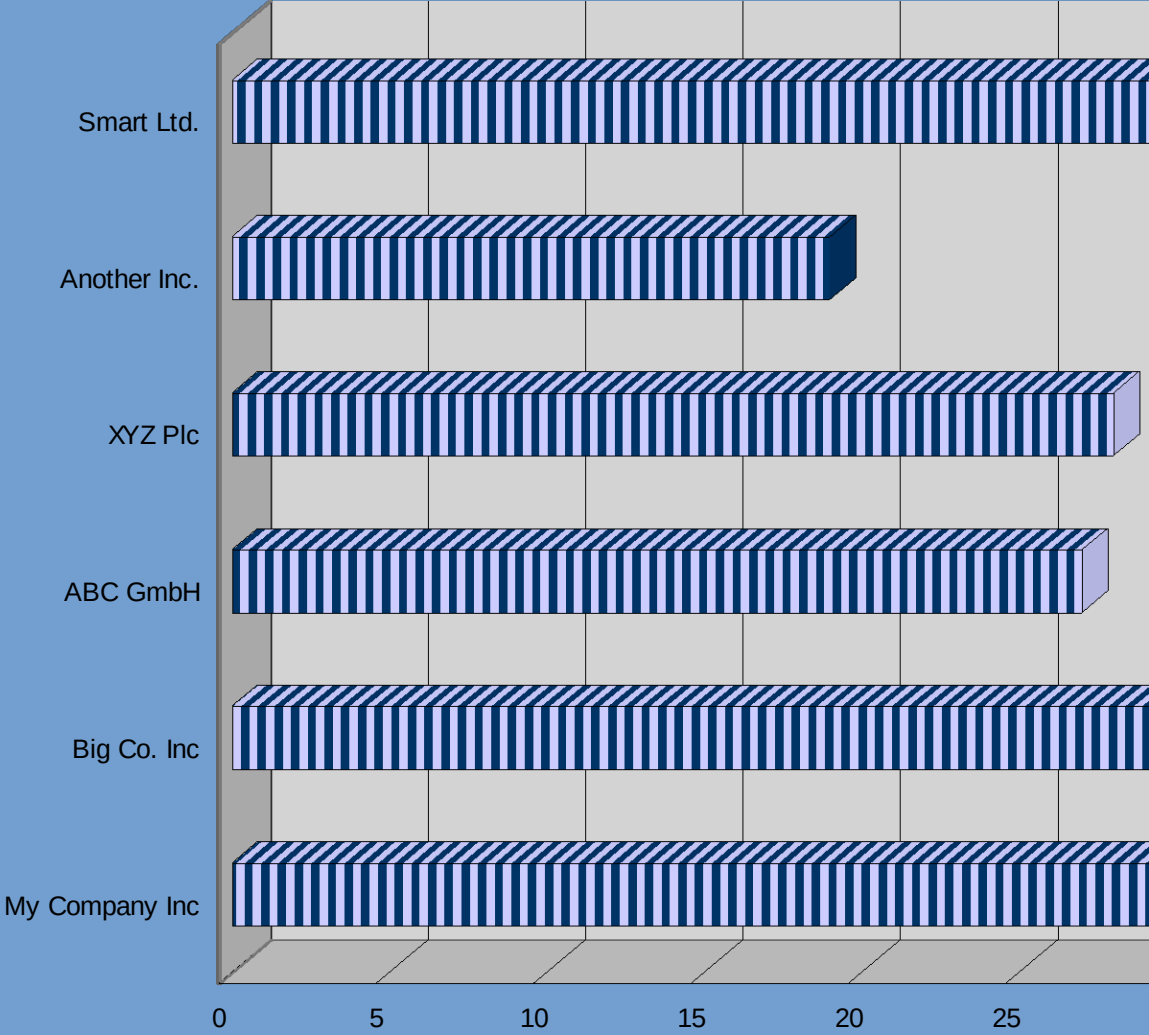


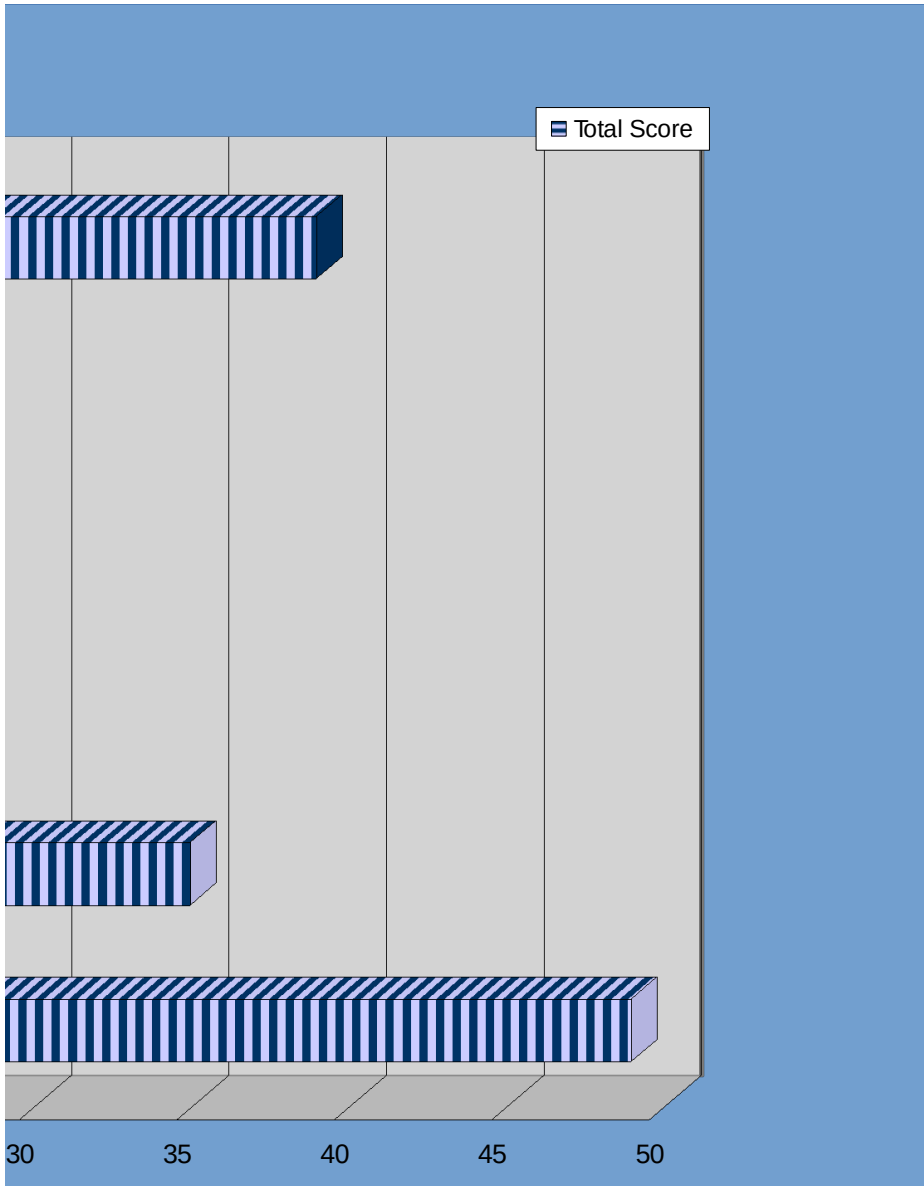
Adjusted Competitor Rating

■ My Company Inc ■ Big Co. Inc ■ ABC GmbH ■ XYZ Plc ■ Another Inc. ■ Smart Ltd.



Total Competitor Score





Total Adjusted Competitor Score

Total Score

