

# Competitor Index Calculator

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## 1 Introduction

Understanding your competitive strengths and weaknesses is a prerequisite to developing a winning marketing strategy.

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

Competitors can be rated based on the most important factors in the purchasing decision.

Bar and Radar Charts are automatically generated based on the ratings given to each competitor.

A Total Competitiveness Score is also calculated for each competitor and a corresponding Bar Chart is produced.

The ratings are then adjusted based on the importance/weighting you have given to each of the factors in the purchasing decision.

The weighted ratings are automatically calculated and Adjusted Bar and Radar Charts are generated.

An Adjusted Total Competitiveness Score is also calculated and a corresponding Adjusted Bar Chart is produced.

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## 2 User Instructions

Open the Competitor Index Input form 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 factor in the Purchasing Decision. Start with the most important factor and assign the weighting to each. Note that the weightings 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 factor in the purchasing decision

A Total Competitiveness Score and Adjusted Competitiveness Score are calculated and Bar and Radar Charts are automatically generated for the Competitiveness Ratings and the Adjusted Ratings (see examples below).

Enjoy!

# Competitor Index Calculator

Company Name **My Company Inc**

<u>Competitor Factors</u>	<u>Weighting</u>
Price	30%
Quality	20%
Customer Service	20%
Product Range	10%
Distribution Outlets	10%
Other 1	5%
Other 2	5%
	100%

<u>Competitive Ratings</u>
10 = Very strong/best in class Performer
5 = Average performer
1 = Extremely weak Performer

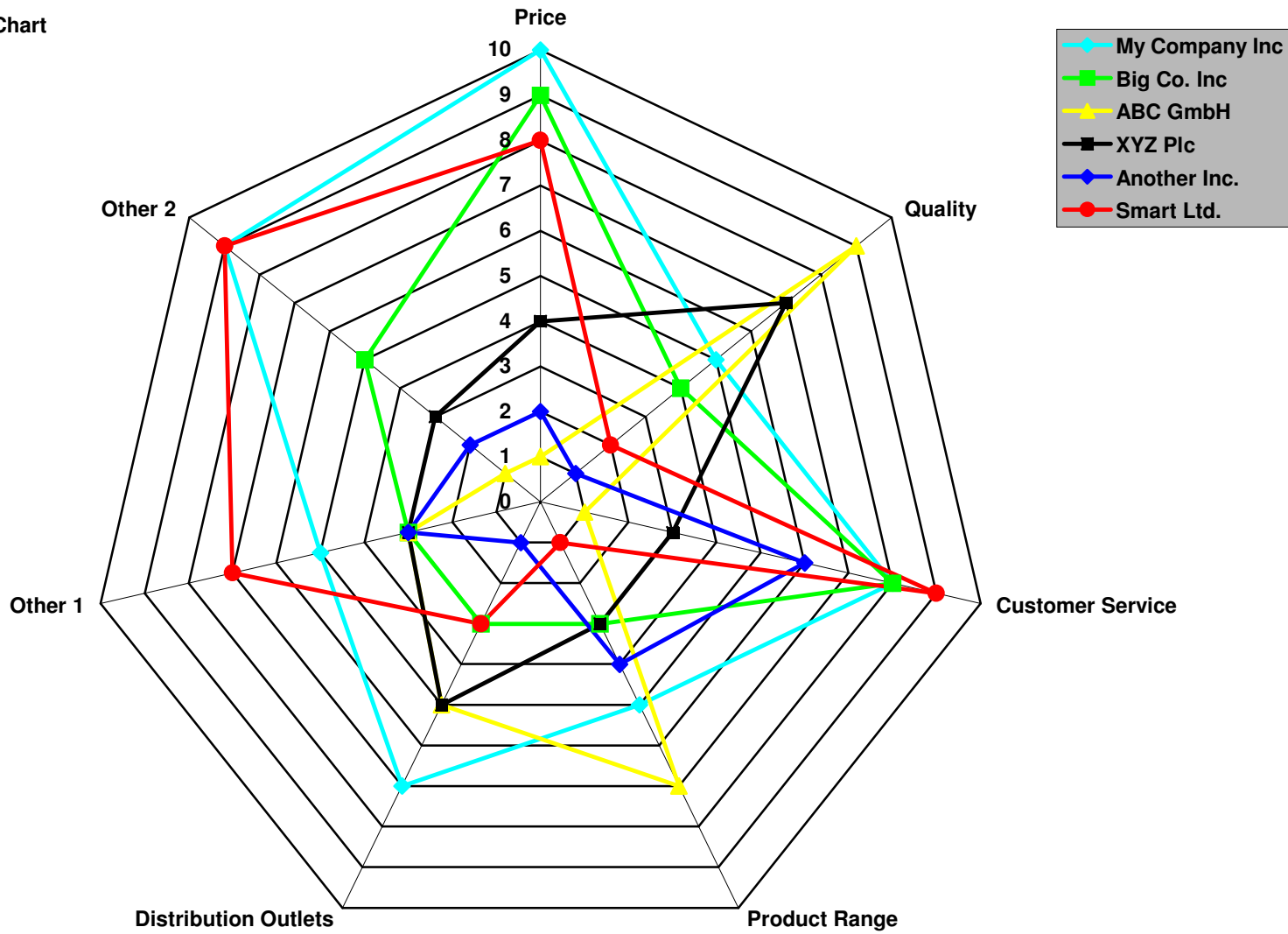
## Competitor Rating

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

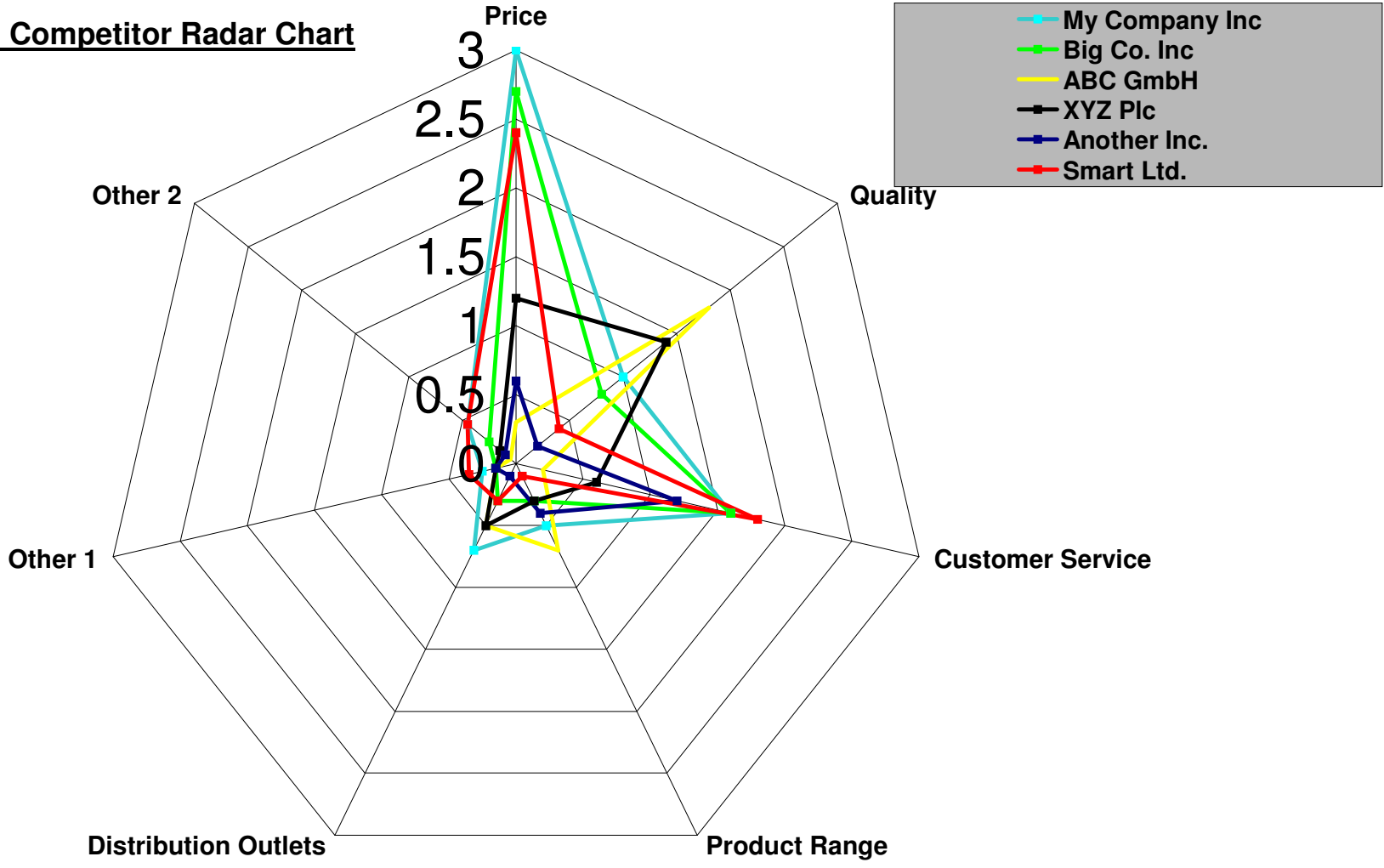
## Weighted Rating

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

Competitor Radar Chart

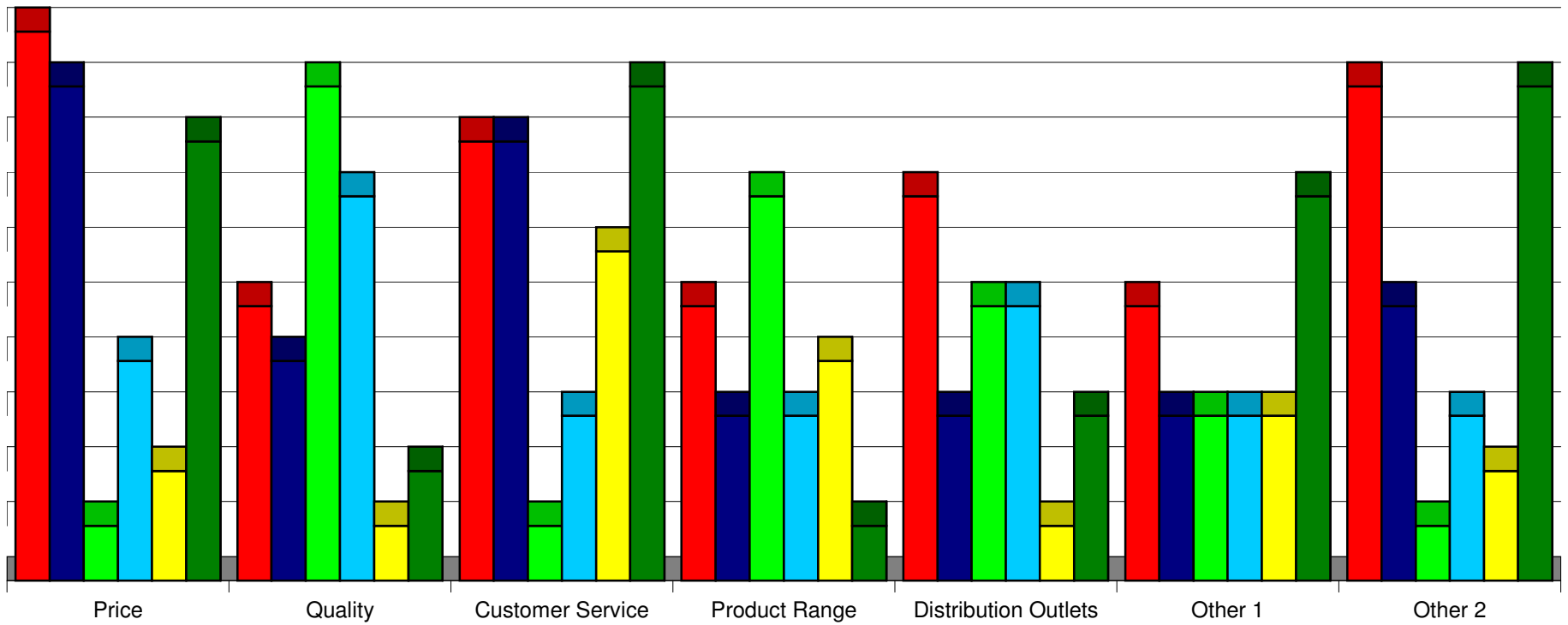


**Adjusted Competitor Radar Chart**



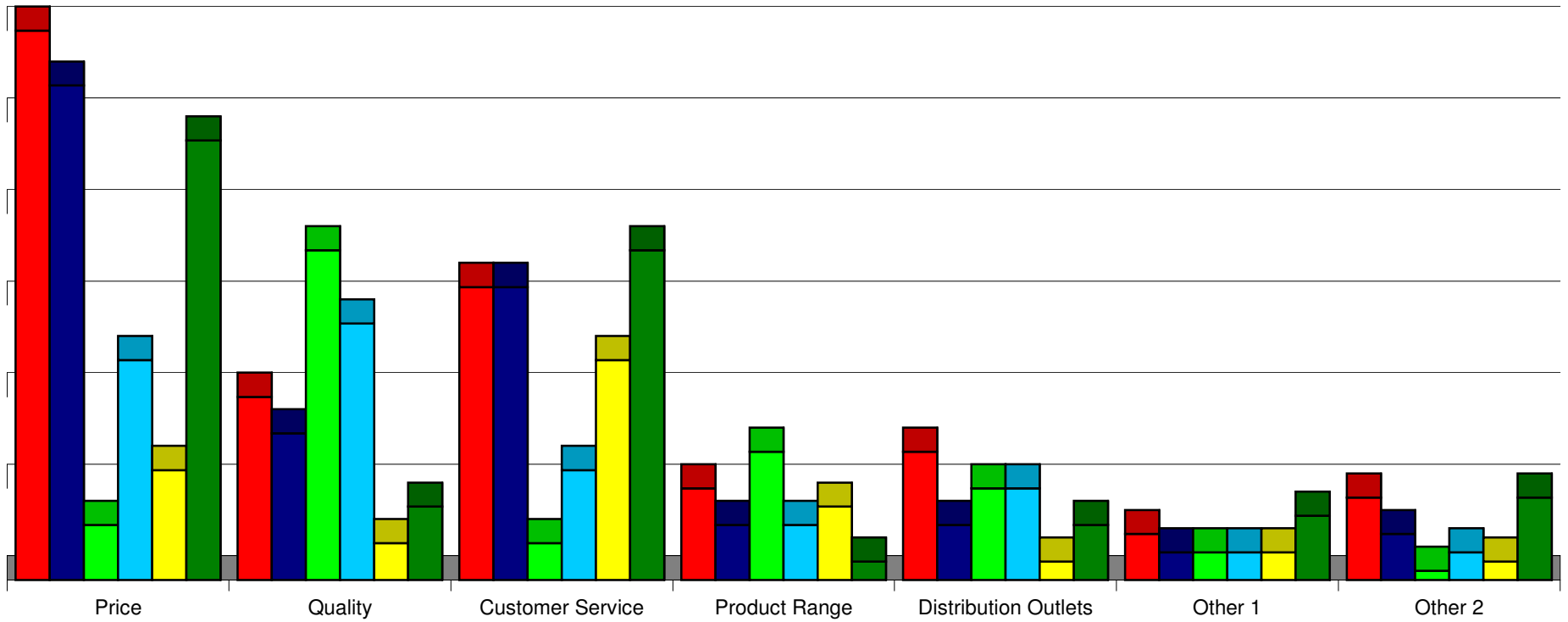
## Competitor Rating

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



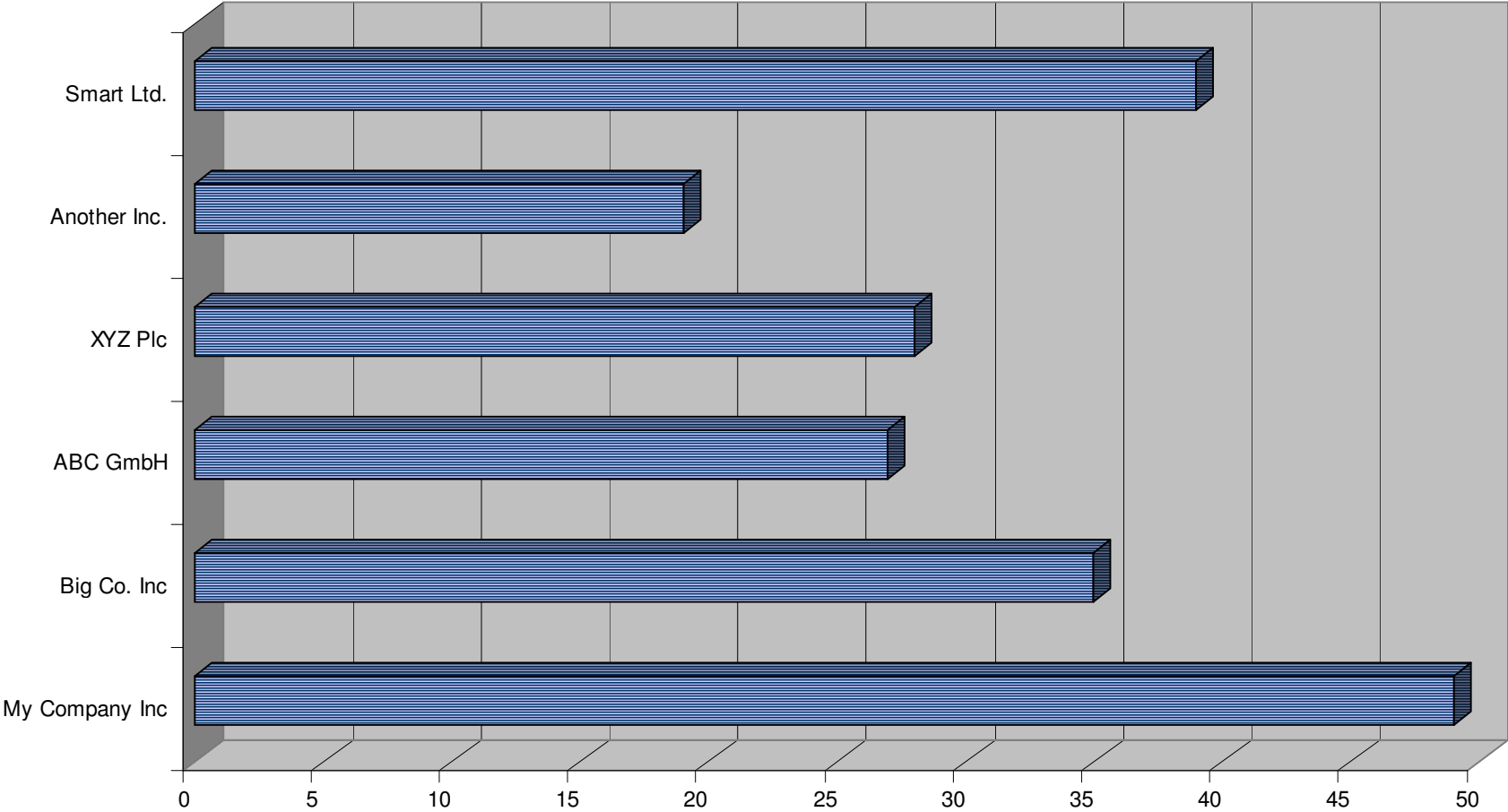
### Adjusted Competitor Rating

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



# Total Competitor Score

Total Score





## Total Adjusted Competitor Score

Total Score

