

# Competitive Analysis



*Gathering information*

As you gather your research data, you will start to find out whom your competition is and how they run their businesses. You may have to call or visit your competitors to find out more.

Find out the following information about your four closest competitors then fill in the information for your own business. Note: You may change what you think about your own business as you complete more sections of this manual.

	#1	#2	#3	#4	My Business
1. Home care or center					
2. # & ages of children served					
3. Fees charged					
4. Postives & negatives of location					
5. Hours of operation (shifts)					
6. Employees (#/skills)					
7. Transportation provided?					
8. # of stars (Why did they receive that rating?)					
9. Activities					
10. Marketing strategies					
11. Subsidy program? food program?					
12. Date started					
13. Other information					
14. Strengths					
15. Weaknesses					