

# THE COMPETITION

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**WHAT ALTERNATIVES DO CUSTOMERS HAVE?**

Your potential customers have other ways of getting the job done, other than by you. Find out the following information and then consider why a customer would choose each option, and why they would not/

**Direct Competitors.** These will be other photographers who offer the same service, to the same customer as you.

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**Different Solution.** Solves the same customers problem in a different way, e.g. getting a friend to do the photography, using their own phone, or using a different type of art work.

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**Do the following research for at least 3 direct competitors and 1 different solution.**

Summary - name / location / website / year founded

Customers - type / mentionable / location

Amount of work done - number of jobs / sales / value

Services - pricing / features / quality / packages

Profile - reviews / social media / awards / mentions / exhibitions

Marketing - SEO / ads / listings / partners / blog / offers / referrals

Unique strengths

Weaknesses