

# Competitive Intelligence Audit Template

The Competitive Intelligence Audit Template enables readers to apply the Intelligence chapter’s strategies by analyzing competitors and market dynamics to identify strategic advantages. It builds on the Market Research Planner, Customer Needs Map, and Survey Builder templates, aligning with the UYP Formula’s data-driven decision-making and strategic execution steps, as well as the Law of Action, to drive innovation for Australian entrepreneurs, small business owners, and ambitious beginners

\* Indicates required question

1. Email \*

---

2. Customer Need/Gap \*

- Identify one customer need or market gap from your Survey Builder Template (Chapter 3) to focus your analysis.
- Example: Demand for offline fitness app features.
- Be specific
- Purpose: Grounds the audit in prior findings, aligning with UYP Formula’s data-driven decision-making.



---

---

---

---

---

### 3. Competitor Analyzed \*

- Name 1–2 competitors you'll analyze. Example Competitor X's fitness app also include their key product or service
- Purpose: Focuses the audit on specific rivals, as outlined in Chapter 4



---

---

---

---

---

#### 4. SWOT Analysis \*

Conduct a SWOT analysis for one competitor (Strengths, Weaknesses, Opportunities, Threats).

- List 1–2 points per category (e.g., “Strength: Strong social media; Weakness: No rural focus”)
- 
- Four paragraph fields (labeled Strengths, Weaknesses, Opportunities, Threats).
- Example: Strengths: Strong social media presence; high user engagement.
- Example: Weaknesses: No offline features; limited rural focus.
- Example: Opportunities: Growing health tech demand in Australia.
- Example: Threats: New apps entering the market.
- Purpose: Provides a structured analysis, aligning with Chapter 4’s SWOT strategy.



---

---

---

---

---

## 5. Market Trends \*

- List 1–2 market trends from tools like IBISWorld or Google Trends. Example, Rising health tech demand
- Specify your source and insight.
- Example: IBISWorld: Health tech market growing 10% annually in Australia. Google Trends: Rising searches for fitness apps Adelaide
- Purpose: Ensures evidence-based insights, reinforcing data-driven decisions.



---

---

---

---

---

## 6. Strategic Advantage \*

- Define your strategic advantage based on your findings. Example: Target rural users with offline features
- List 1–2 actionable steps to leverage it.
- Example: Advantage: Target rural users with offline app features.
- Example: Steps: Develop offline mode; market to rural South Australians via local ads.
- Purpose: Translates insights into action, tied to UYP Formula's strategic execution and Law of Action.



---

---

---

---

---

This content is neither created nor endorsed by Google.

Google Forms

