

## Comparative analysis

### *Check out the competition*

Make your company stand out from the crowd. Do some research to find out what makes your services unique in the marketplace. Examine your business and marketing plans, and determine what kind of impression you give to potential customers. Below are a few ideas of what consumers value when searching for your service on Kudzu.



Today's competitive environment has everyone glancing sideways to see how everyone else is doing. Here are a few things to know about your competitors:

- **Services:** What do your competitors offer that you don't? Could you offer these services as well? Keep in mind that more is not necessarily better; however, diversifying or partnering with complementary businesses may give you opportunities to grow your business in new and profitable ways.
- **Products:** What products do your competitors sell? Do they offer any exclusive product lines? Can they claim additional expertise as a result of the product lines they offer? Could you get a share of this business if you offered these product lines as well, or do you have a competitive advantage by offering a different set of products?
- **Qualifications:** Do your competitors have any credentials or certifications that you don't? Would they be valuable to acquire? Use any extra down time as an opportunity for increasing your credentials.
- **Data:** Do your competitors offer industry data or trends? Are they tapped into any organizations that you think might be helpful to your business as well? To be viewed as a trusted expert, use information you have collected from research of your customers or the industry as a whole.

You can gain competitive advantages by constantly analyzing the evolving marketplace, seeing what's working and what's not, and challenging yourself to come up with fresh, new ideas that take advantage of best practices of your industry combined with the unique strengths of your business. By listing your services, product lines, qualifications and more about your business in your Kudzu profile, you provide consumers with valuable information about your company that differentiate you from your competitors.

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