

Assessing the Competitive Environment (Exercise 5)



Purpose: To demonstrate how to assess the competitive environment

Method: Assume you want to become a widely read blogger for one of your hobbies or interests. In column 1, identify three major analytical anchors that describe your competitive environment. Then identify the related strengths, weaknesses, opportunities and threats associated with each analytical anchor.

Analytical Anchors	Strengths	Weaknesses	Opportunities	Threats