**COMPETITIVE ANALYSIS**

For this competitive analysis, we are interested in your perspectives on the competitors of a market within which you do (or may) operate. This assignment builds upon your work with your industry analysis and market analysis. With the industry analysis focusing on your competitive environment and related industry factors, and the market analysis focusing on customers and macroeconomic changes, this competitive analysis examines the competitive dynamics in play.

In a first-person narrative of approximately three single-spaced pages (12 point, Times New Roman, 1" margins), we ask that you explore the questions discussed in our section on competition, with specific attention to these key questions:

* What is the learning curve in your industry and market of interest?
* What complementary assets are most critical in your industry and market of interest?
* What is the reputation of the leading competitors?