

Competitor Evaluation

Competitor Name:

Location	Excellent	Average	Poor	Notes
Site is easy to get to				
Parking availability				
Site is clean and organized				
Hours of operation				
Products & Services	Excellent	Average	Poor	Notes
Selection				
Pricing				
Quality				
Customer Service	Excellent	Average	Poor	Notes
Staff appearance				
Staff knowledge				
Willingness to help				
Overall experience				

Comments: