

Template — *Competitive Product Analysis*

(Pt. 1 – Product Landscape)

Product	[Product 1]	[Product 2]	[Product 3]
Segmentation Strategy	<ul style="list-style-type: none">Physicians in urban/peri-urban areas	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text
Messaging	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text
Activities	<ul style="list-style-type: none">Product trials, marketing campaigns, etc.	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text
Pricing	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text	<ul style="list-style-type: none">Text