YOUR  
LOGO

**COMPANY NAME**

COMPETITIVE-ANALYSIS REPORT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to conduct a comprehensive Competitive-Analysis Report. We specialize in delivering actionable insights that help businesses understand market dynamics, benchmark against competitors, and refine their strategies.  
  
This proposal outlines our approach to providing a competitive analysis report for [Client Name].

# Project Objectives

The primary goals are:  
  
- Analyze key competitors in the market  
- Identify strengths, weaknesses, opportunities, and threats (SWOT)  
- Benchmark [Client Name]'s positioning, pricing, and value proposition  
- Provide strategic recommendations based on competitive insights

# Proposed Services

Our competitive-analysis report services include:  
  
- Identification of direct and indirect competitors  
- Market share and positioning analysis  
- Review of competitors’ product offerings, pricing, and marketing strategies  
- SWOT analysis and competitive benchmarking  
- Strategic recommendations for differentiation and growth

# Scope of Work

Scope includes:  
  
- Initial consultation to define analysis scope and target competitors  
- Data collection from public sources, industry reports, and market intelligence tools  
- In-depth analysis and report compilation  
- Presentation of findings and strategic recommendations

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Scope Definition & Planning | Define competitors and key analysis criteria | [Start Date] |
| Data Collection & Research | Gather data from industry sources and market tools | [Date] |
| Analysis & Report Compilation | Conduct analysis and prepare comprehensive report | [Date] |
| Presentation & Recommendations | Deliver findings and suggest strategic actions | [Completion Date] |

# Pricing

Estimated cost breakdown for competitive-analysis report services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Scope Definition & Research Planning | Define target competitors and analysis criteria | [Amount] |
| Data Collection & Market Research | Gather and analyze competitor data | [Amount] |
| Report Development & Analysis | Compile findings into detailed report | [Amount] |
| Presentation & Strategic Recommendations | Present insights and actionable strategies | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading provider of market research and competitive intelligence services.  
  
- Experience: [X] years in competitive analysis and strategic consulting  
- Expertise: Market research, data analysis, business strategy  
- Mission: To equip businesses with the insights needed to outperform their competition

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Competitive analysis for a SaaS company entering a new market  
- Outcome: Informed go-to-market strategy and improved competitive positioning  
  
Testimonial:  
“[Your Company Name] delivered a thorough competitive analysis that was instrumental in refining our market approach.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes competitor research, analysis, report compilation, and presentation.  
Client Responsibilities: Provide access to internal data and define competitive landscape.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this competitive-analysis report proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_