COMPETITIVE INDEX CALCULATOR

MS-Excel Tool User Guide

Understanding your competitive strengths and weaknesses is a prerequisite to developing a winning marketing strategy.

The Competitor Rating Calculator allows you to rate your offering against that of up to five main competitors.

Competitors can be rated based on the most important factors in the purchasing decision.

Bar and Radar Charts are automatically generated based on the ratings given to each competitor.

A Total Competitiveness Score is also calculated for each competitor and a corresponding Bar Chart is produced.

The ratings are then adjusted based on the importance/weighting you have given to each of the factors in the purchasing decision.

The weighted ratings are automatically calculated and Adjusted Bar and Radar Charts are generated.

An Adjusted Total Competitiveness Score is also calculated and a corresponding Adjusted Bar Chart is produced.

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1   INTRODUCTION

Understanding your competitive strengths and weaknesses is a prerequisite to developing a winning marketing strategy.

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An Adjusted Total Competitiveness Score is also calculated and a corresponding Adjusted Bar Chart is produced.

2 USER INSTRUCTIONS

Open the Competitor Index Input form worksheet.

The cells in **Green** are the data input fields.

The following data should be entered:

Enter your **Company Name**

Enter the **Purchasing Factors** you consider most important and the **Weighting** for each factor in the Purchasing Decision.

Start with the most important factor and assign the weighting to each.

Note that the weightings must add up to a total of 100

Enter the **Name of each Competitor** (you may analyse up to 5 competitors)

For each Purchasing Factor **rate each competitor** on a scale of 1 to 10 as follows:

Competitive Ratings

        10 = Very strong/best in class Performer

        5 = Average performer
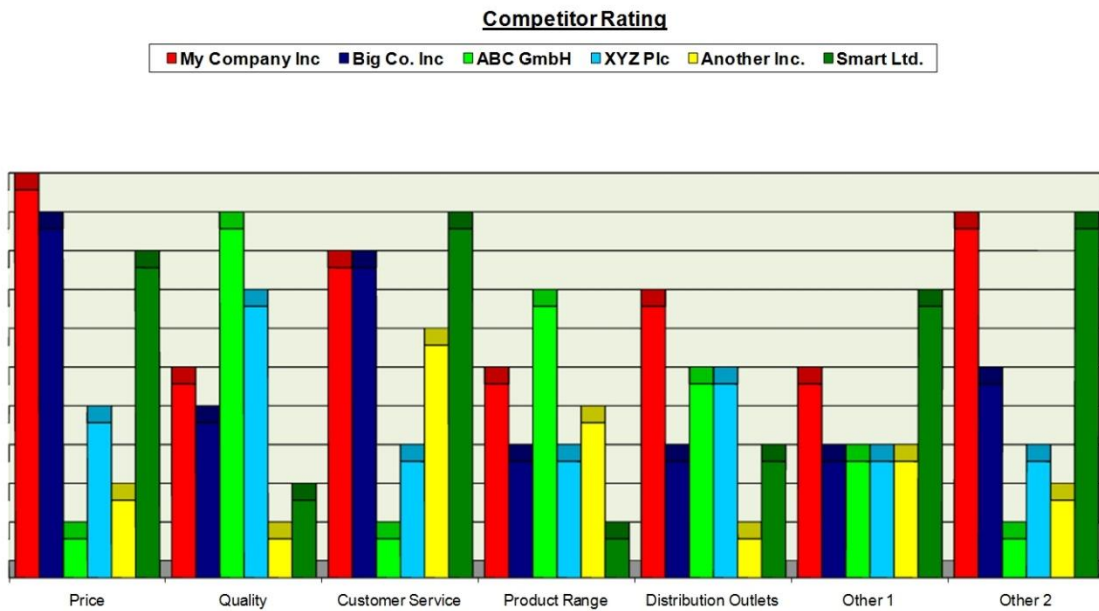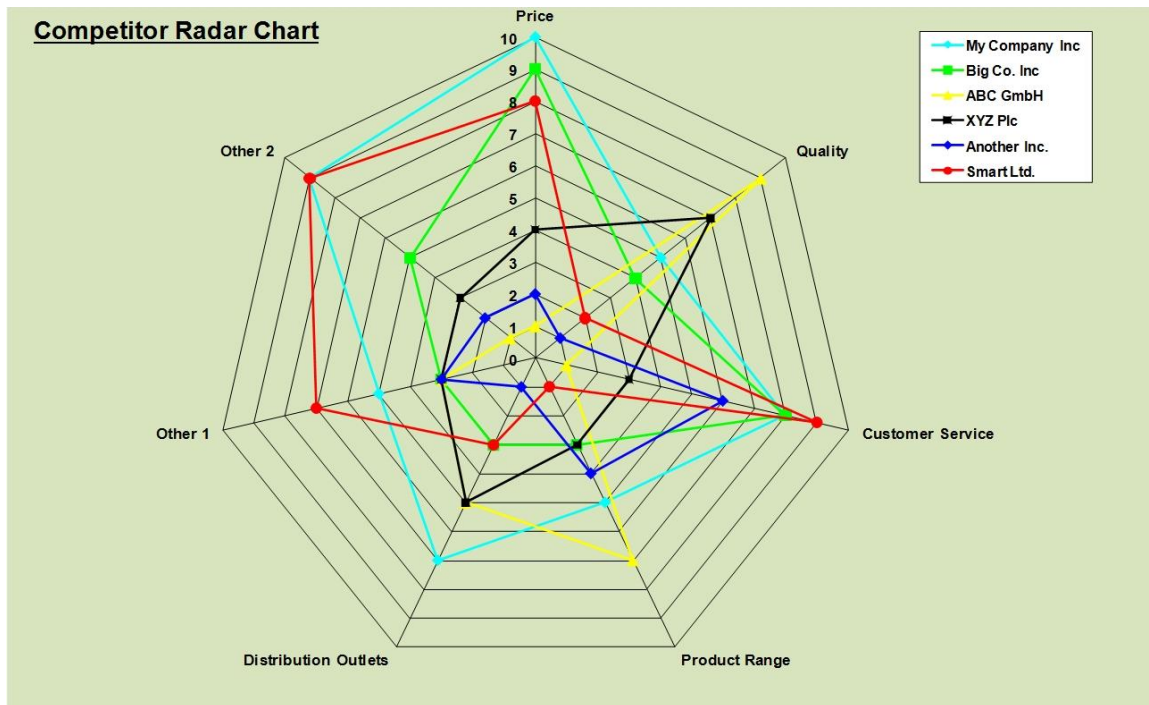
        1 = Extremely weak Performer

The weighting ratings are calculated for each competitor based on the weighting of each factor in the purchasing decision

A Total Competitiveness Score and Adjusted Competitiveness Score are calculated and Bar and Radar Charts are automatically generated for the Competitiveness Ratings and the Adjusted Ratings (see examples below).
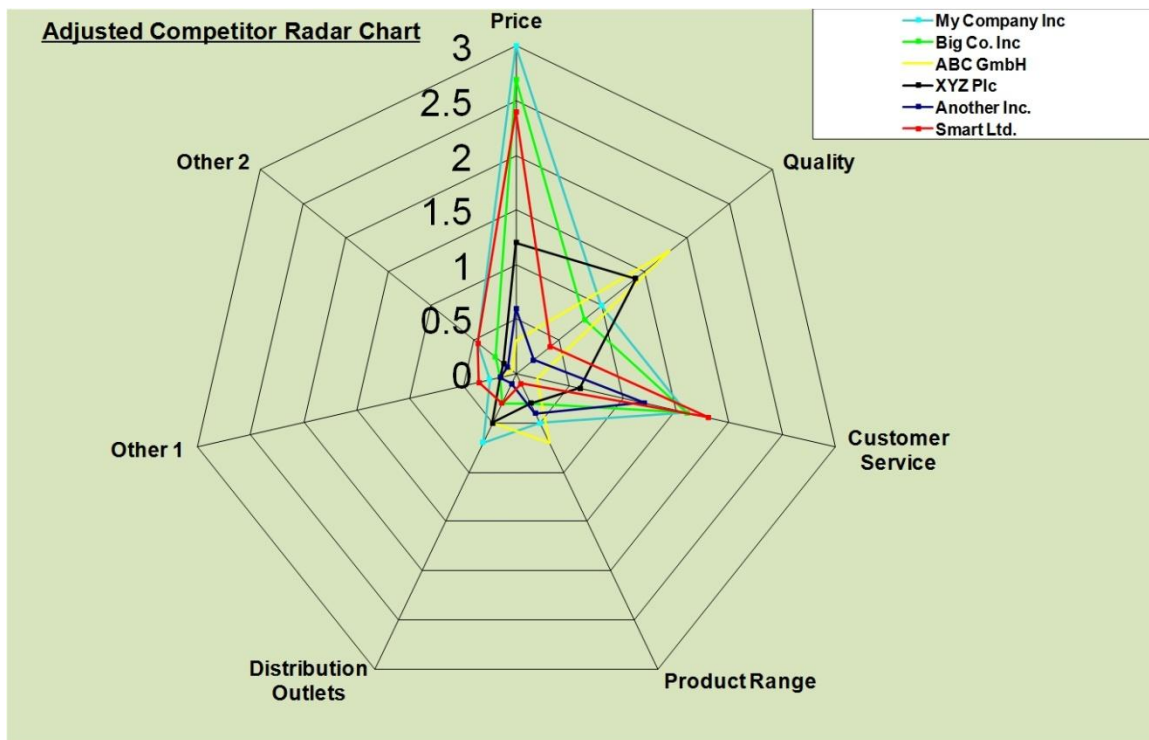
Enjoy!

Competitor Index Calculator

Company Name	My Company Inc

Competitor Factors	Weighting		Competitive Ratings
Price	30%		10 = Very strong/best in class Performer
Quality	20%		
Customer Service	20%		5 = Average performer
Product Range	10%		
Distribution Outlets	10%		1 = Extremely weak Performer
Other 1	5%		
Other 2	5%		
	100%		

Competitor Rating

Competitors	Price	Quality	Customer S	Product Ra	Distributior	Other 1	Other 2		Total Score
My Company Inc	10	5	8	5	7	5	9	My Company Inc	49
Big Co. Inc	9	4	8	3	3	3	5	Big Co. Inc	35
ABC GmbH	1	9	1	7	5	3	1	ABC GmbH	27
XYZ Plc	4	7	3	3	5	3	3	XYZ Plc	28
Another Inc.	2	1	6	4	1	3	2	Another Inc.	19
Smart Ltd.	8	2	9	1	3	7	9	Smart Ltd.	39

Weighted Rating

Competitors	Price	Quality	er Service	duct Range	ion Outlets	Other 1	Other 2		Total Score
My Company Inc	3	1	1.6	0.5	0.7	0.25	0.45	My Company Inc	7.5
Big Co. Inc	2.7	0.8	1.6	0.3	0.3	0.15	0.25	Big Co. Inc	6.1
ABC GmbH	0.3	1.8	0.2	0.7	0.5	0.15	0.05	ABC GmbH	3.7
XYZ Plc	1.2	1.4	0.6	0.3	0.5	0.15	0.15	XYZ Plc	4.3
Another Inc.	0.6	0.2	1.2	0.4	0.1	0.15	0.1	Another Inc.	2.75
Smart Ltd.	2.4	0.4	1.8	0.1	0.3	0.35	0.45	Smart Ltd.	5.8

3 CHARTS

Competitor Radar Chart

Competitor Rating

Total Competitor Score

4 CHARTS ADJUSTED WEIGHTING

Adjusted Competitor Rating

| ■ My Company Inc | ■ Big Co. Inc | ■ ABC GmbH | ■ XYZ Plc | ■ Another Inc. | ■ Smart Ltd. |
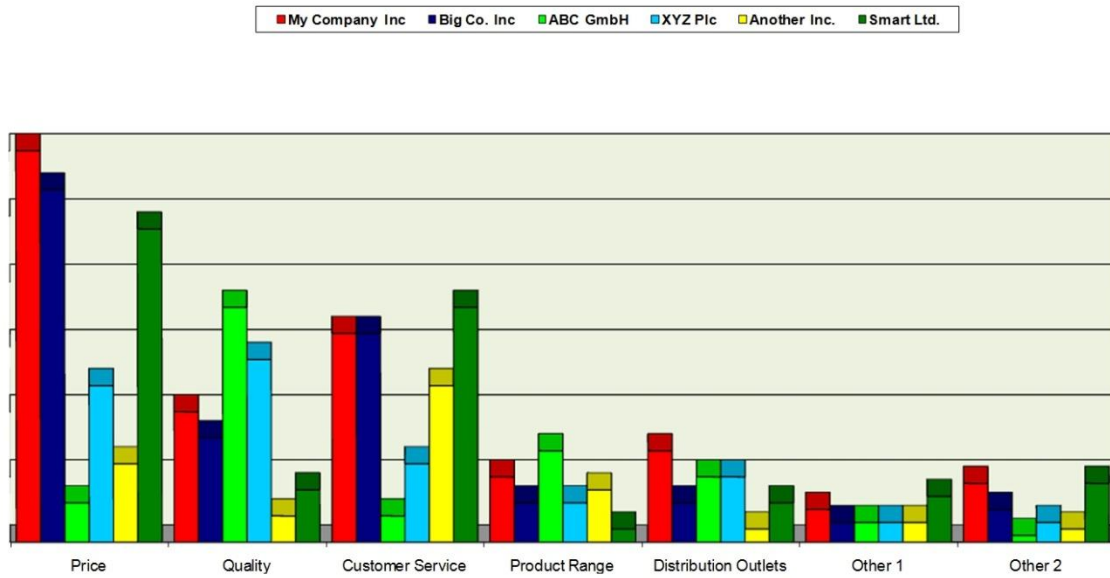
Total Adjusted Competitor Score

| ■ Total Score |