Farm Competitive Advantage Analysis

A farm competitive advantage analysis worksheet for farms comparing themselves to nearby sellers. It points out strengths that set the farm apart and gaps that need work.

Farm / unit: _____ Date: _____ By: _____

Competitor name _____

Products they sell _____

Their prices _____

Their strengths _____

Their weaknesses _____

Our strengths _____

Our gaps _____

Advantage we can build on _____

Action to take this season _____

NOTES / CALCULATIONS

TIP Visit competitors as a customer, notice what they do well, and be fair in your notes.