

# Your Business Matters!

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- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

## GET A COMPETITIVE ADVANTAGE WITH A COMPETITIVE REVIEW

Want to get ahead of your competition? Start by doing a competitive review to assess their strengths and weaknesses using these techniques:

### SWOT ANALYSIS

Identify Strengths, Weaknesses, Opportunities and Threats. This type of analysis is an excellent entry point into the growth planning process. It's fast, inexpensive, gathers input from your entire team and helps to define your vision of success.

### COMPETITOR PROFILING

Create detailed profiles of each of your major competi-

tors. Use public sources to gather in-depth descriptions of their backgrounds, finances, products, markets, facilities, personnel, and strategies.

### MEDIA SCANNING†

Reading your competitors' ads can tell you a lot about your market segment, including:

- New product offerings
- New business branding and market positioning strategies
- Marketing budgets, media selection and much more.



### OTHER INFORMATION SOURCES

From trade shows and patent filings to mutual customers, annual reports, and trade associations, there are a multitude of avenues where you can seek competitive data.

Remember, though, research is an ongoing process - your competition is always looking for an advantage, and so should you.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 [www.businessresourcecentre.ca](http://www.businessresourcecentre.ca)  
**Royal Bank Business Centre** 519-758-2500 [www.rbcroyalbank.com](http://www.rbcroyalbank.com)