|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Factor | My Business |  | Company A |  | Company  B |  | Importance to Customer |
|  | Strength | Weakness | Strength | Weakness | Strength | Weakness |  |
| Products |  |  |  |  |  |  |  |
| Price |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| Selection |  |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |  |
| Reliability |  |  |  |  |  |  |  |
| Stability |  |  |  |  |  |  |  |
| Expertise |  |  |  |  |  |  |  |
| Company Reputation |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |
| Sales Method |  |  |  |  |  |  |  |
| Credit Policies |  |  |  |  |  |  |  |
| Image |  |  |  |  |  |  |  |