

## 2.8: Introduction to Competitive Analysis

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### What you'll learn to do: Evaluate the elements of a competitive analysis

Competitive analysis is an integral part of developing an organization's marketing strategy. It is done by identifying competitors, then evaluating their strategies for strengths and weaknesses relative to your own. When done effectively, competitive analysis helps you understand your competitors' capabilities, which will inform you how they go to market and what they prioritize in their operations.

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