

# Market Positioning Comparison

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Dear [Recipient's Name],

We are writing to present a comparative analysis of our market positioning relative to our key competitors. This analysis is crucial for understanding our strengths and areas for improvement within our market segment.

## 1. Overview of Competitors

- **Competitor A:** [Brief description of positioning]
- **Competitor B:** [Brief description of positioning]
- **Competitor C:** [Brief description of positioning]

## 2. Positioning Comparison

Company	Key Features	Target Audience	Market Share
[Your Company]	[Features]	[Target Audience]	[Market Share]
Competitor A	[Features]	[Target Audience]	[Market Share]
Competitor B	[Features]	[Target Audience]	[Market Share]

## 3. Key Takeaways

Based on our analysis, we can conclude:

- Our strengths include [strengths].
- We need to address [areas for improvement].
- Opportunities for growth lie in [opportunities].

Thank you for considering this market positioning comparison. We believe that understanding these dynamics will empower us to make informed strategic decisions moving forward.

Sincerely,

[Your Name]

[Your Position]

[Your Company]