Exercise 1.D: The Competitor Matrix

Concept Focus: Market Validation & Competitive Analysis

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Understanding your competitors helps you identify where your creative business fits in the market. By analysing competitors using the **4P framework**, you can discover gaps in the market and define a stronger positioning strategy.

Step-by-Step Instructions

Step 1: Identify Competitors (5 minutes)

List **4–6 competitors** who serve a similar client group.

Include both:

- **Direct competitors** – same service and client segment
- **Indirect competitors** – different service solving the same problem

Competitor	Website or Platform

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Step 2: Complete the Competitor Matrix (8–10 minutes)

Research each competitor and fill in the **4P framework**.

Competitor	Product/Service	Price Range	Promotion Channels	Positioning

The **4Ps include**:

- **Product** – What they sell
- **Price** – Their pricing tier
- **Promotion** – Where they promote their work

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- **Positioning** – Their unique value message

Step 3: Identify Market Gaps (5 minutes)

Review the matrix and answer:

- Which **price tier is underrepresented**?
- Which **customer segment is underserved**?
- Which **combination of service and positioning is missing?**

Write one **market gap opportunity**.

Step 4: Define Your Positioning Statement (3–5 minutes)

Write a **one-sentence positioning statement** placing your business in that gap.

Example:

"I provide brand identity design for sustainable cafés that need premium branding delivered quickly."

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