

# Template — *Competitive Product Analysis* (Pt. 1 — *Product Landscape*)

Product	[Product 1]	[Product 2]	[Product 3]
Segmentation Strategy	<ul style="list-style-type: none"><li>Physicians in urban/peri-urban areas</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>
Messaging	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>
Activities	<ul style="list-style-type: none"><li>Product trials, marketing campaigns, etc.</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>
Pricing	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>	<ul style="list-style-type: none"><li>Text</li></ul>