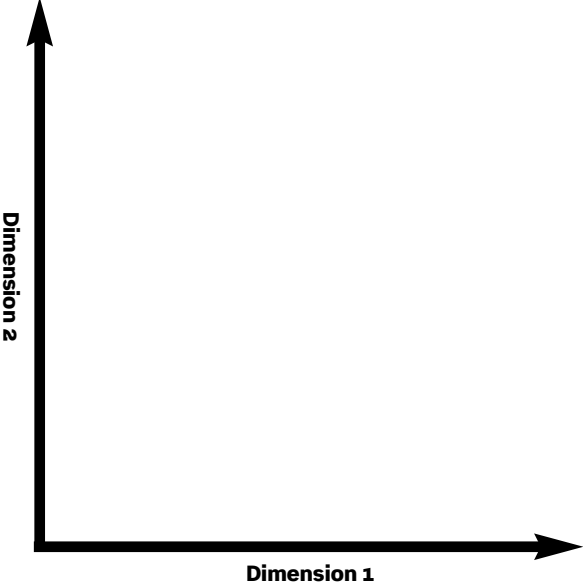


Worksheet Set 4

Compiling a strategic competitor and collaborator group map and appraisal

The following worksheets are here to help you identify and record both potential competitors/collaborators according to their strategic groups, and to support a short appraisal and summary of their likely competitive/collaborative approach towards your organisation. Hence you should first use a blank mapping sheet to draw a competitor/collaborator map, then use the tables to list the organisations and their likely basis or approach for competing/collaborating.

Strategic competitor and collaborator group map
(Enclose strategic groups in ovals, and potential collaborators in a box or rectangle.)



Strategic competitor and collaborator group map
(Enclose strategic groups in ovals, and potential collaborators in a box or rectangle.)

