

Competition Analysis

Facility Name:				Phone Number:			
Address:							
Approximate # of units:		Approximate Leasable Sq.Ft:		Estimated Occupancy:		Estimated Rented Sq. Ft:	
	Actual	4 ✓	3 ✓	2 ✓	1 ✓		Score 1-4
Miles from subject facility:		- 1		1-2		2-3	3-5
Age of Facility in Years:		NEW		1-3		3-7	7 +
Yellow Page Ad:		FULL Pg.		3/4 Pg.		1/2 Pg.	1/3 Pg.
A "+" Score Assumes Feature is in Good Condition							
+1		Security Fencing	- 1		24 Hour Access		
+1		Keypad Control Access	+1		Climate Control		
+1		Individual Door Alarms	+1		Open 7 Days		
+1		Mechanized Gate	+1		All Single Story Layout		
+1		Video Camera/ Monitors	- 1		Second Story		
5=Excellent 4=Good 3=Fair 2=Poor 1=Below Average							
General Appearance:				Score (0 - 5)			
Cleanliness:				Score (0 - 5)			
Managers' skill in office:				Score (0 - 5)			
Managers' skill on telephone:				Score (0 - 5)			
Visibility & Signage:				Score (0 - 5)			
Total Score							

INSTRUCTIONS:

Completing the Competition Analysis form for each site in your trading area will allow you to determine what features you need to compete for customers in your marketplace. If you use the form in conjunction with the Market Demand form, you can analyze what share of the market you can achieve based on the features your project will have in comparison to the competition.

For example, if there is a facility that impacts 50% on your project and it is an older project without a security system and in poor condition, you can apply a competitive advantage factor that will reduce the square foot of demand. If the competition's rating is 80% of your project, then you could apply that to the overall demand square foot and reduce the competitive square foot by assuming that you will attract more customers.