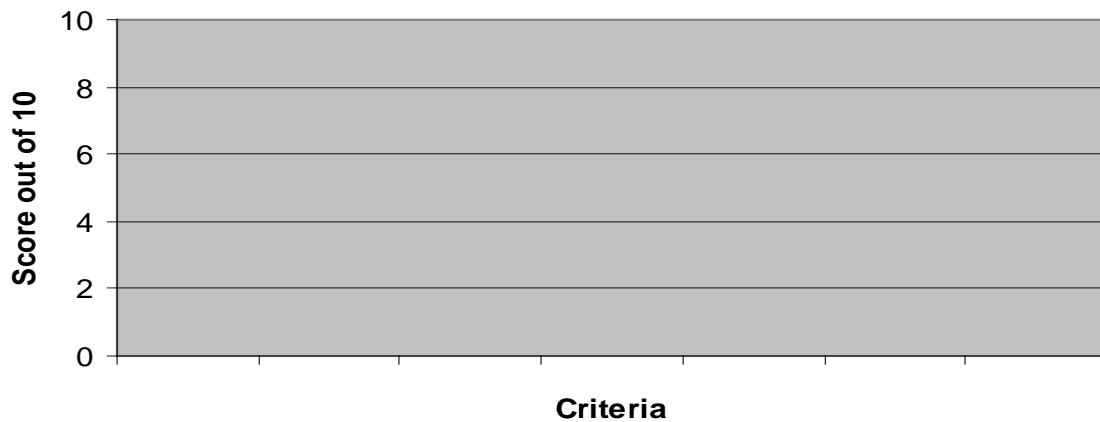


USP Analysis Worksheet

- For instructions about USP Analysis, visit www.mindtools.com/rs/USP.
- For time management tips, visit www.mindtools.com/rs/MTFS.
- For more business leadership skills visit www.mindtools.com/rpages/HowtoLead.htm.

Criterion	You 1=poor/10=good	Competitor 1	Competitor 2	Competitor 3

Competitor Analysis



USP Statement

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