

## **Briefing document: How to undertake a competitor review**

When you are competing with other suppliers to provide a product for a client, it is useful to know who your competitors are, and how they are doing in the market place. This means carrying out research to find who else is producing the same product as you, what sort of work they are doing and who their clients are. You might also be able to find out what their clients think of them.

### **Hints for carrying out a competitor review**

- Use the Internet to find out what other website designers and developers are out there. There are some websites that carry directories of these companies including their website details. This is the quickest way of finding lots of companies. You might want to only focus on companies near to where you live to make this easier to manage. And they would be your most likely competitors anyway!
- When you look at the websites of software and web developers, they often have endorsements from the clients they have worked with. Look at the websites of these clients to see what type of work the developers have carried out. You can use the guide to evaluating multimedia products to help you check out the quality of their work.
- The most difficult thing to do is find out whether the price you are intending to charge a client is competitive. However, if you would really like to know how much a website design project would cost in the real world, some websites will provide you with a free quote. You would have to pretend to be a client in a situation like this – but it might be worth a try to find out just how much your own website design company could be earning in a few years!