Comparison of Businesses Matrix

|  |  |  |
| --- | --- | --- |
| Comparison Items | Business Name | Business Name |
|  |  |
| Value Proposition |  |  |
| Target Market |  |  |
| Value Chain |  |  |
| Revenue |  |  |
| Position |  |  |
| Competitive Strategy |  |  |
| Form of Ownership |  |  |