SAMPLE · FICTIONAL CLIENT COMPETITIVE ANALYSIS · $299

Bloomfield Comfort HVAC: Competitors

Heating and cooling contractor · Pittsburgh East End · 10 competitors reviewed (excerpt shows 6)

Competitor	Rating	Reviews	Visit fee	24/7	Threat	Why
Competitor A (regional chain)	4.8	1,240	$89	Yes	High	Ads everywhere; financing; online booking
Competitor B (family-owned)	4.9	310	$79	No	High	Same neighborhoods; strong word of mouth
Competitor C (franchise)	4.4	580	$99	Yes	Medium	Brand recognition; higher prices
Competitor D (plumbing + HVAC)	4.6	205	$95	Yes	Medium	Bundles plumbing; slower HVAC response
Competitor E (solo tech)	4.7	64	$65	No	Low	Cheapest; limited capacity
Bloomfield Comfort	**4.7**	**92**	**$85**	**No**	–	**Fast response; few reviews; no booking**

Where Bloomfield Comfort can win

Advantages to promote

- Same-day response in the East End (competitors quote 2–3 days in peak season)
- Owner on every install, named on the website
- Price in the middle of the market, below both chains

Gaps to close

- 92 reviews vs. 300–1,200 for the top two threats
- No online booking; every competitor in the top three has it
- No emergency line; lose winter no-heat calls after 6 p.m.

Recommended moves

Move	Effort	Impact
Add an online booking link to Google and the website	Low	High
Review request text after every job (goal: 200 reviews in 12 months)	Low	High
Winter emergency line with an on-call rotation and clear after-hours fee	Medium	High

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.