

# Small Business

## One page plan Competitive advantage



1. Who are your top three competitors?

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2. What do they do really well?

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3. What are they missing?

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4. Do you have any intellectual property that makes your business unique?

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5. Identify any intellectual assets that make your business stand out.

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6. What is your competitive advantage?

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7. How will you communicate your advantage?

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8. How will you protect your advantage?

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### DISCLAIMER

Please note that this is a guide only and should neither replace competent advice, nor be taken, or relied upon, as financial or professional advice. Seek professional advice before making any decision that could affect your business.