

Business Strategy / Competitive Analysis

Synthesize all competitive intelligence into a strategic report with recommended actions and priorities.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Strategic Planning, Executive Reporting, Decision Support

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Why This Prompt Exists

Most competitive analysis is scattered — no synthesis, no action plan.

You get:

- data spread across spreadsheets, documents, and slides
- no clear picture of the competitive landscape
- analysis paralysis — too much data, no decisions
- missed threats because they weren't synthesized
- opportunities ignored because they weren't obvious

But a report is not data dump.

It is synthesis with action.

- Threat assessment: what keeps you up at night
- Opportunity assessment: where you can win
- Strategic recommendations: specific actions
- Priority: what to do first, second, third
- Owner and timeline: accountability

Without synthesis, competitive intelligence doesn't drive action.

This framework forces AI to create actionable competitive reports.

The Prompt

Assume the role of a competitive intelligence analyst who synthesizes data into actionable reports.

Your task is to create a competitive threat and opportunity report.

Generate:

1. EXECUTIVE SUMMARY (1 paragraph)
 - Key findings
 - Top recommendation

2. THREAT ASSESSMENT
 - Top 3 competitive threats
 - Why each is a threat
 - Potential impact

3. OPPORTUNITY ASSESSMENT
 - Top 3 opportunities
 - Why each is an opportunity
 - Potential impact

4. STRATEGIC RECOMMENDATIONS (3-5)
 - Specific actions
 - Owner suggestion
 - Timeline estimate

5. PRIORITY MATRIX

- Urgent/Important grid
- What to do now vs. later

6. COMPETITIVE POSITIONING STATEMENT (1 sentence)

- How to position against competitors

INPUTS:

Competitive Analysis Data (summarize findings from other prompts):
[PASTE KEY FINDINGS]

Your Product/Service:
[DESCRIBE]

Your Strategic Goals for Next 12 Months:
[LIST]

Resources Available:
[LIMITED / MODERATE / SIGNIFICANT]

Executive Audience (who will read this):
[CEO / BOARD / PRODUCT TEAM / MARKETING]

RULES:

- Executive summary: one paragraph, no jargon
- Threats: specific, probable, impactful
- Opportunities: specific, achievable, valuable
- Recommendations: actionable (not "improve marketing")

- Priority matrix: urgent vs. important
- Positioning statement: one sentence, memorable
- Include timelines (30, 60, 90 days)

How To Use It

- Compile findings from other competitive analysis prompts first.
- Focus on 3 threats and 3 opportunities (more is overwhelming).
- Assign owners to each recommendation (accountability).
- Review the report monthly (threats and opportunities change).
- Share with the entire leadership team (alignment).

Example Input

Competitive Analysis Data: Asana adding agency features (threat), Monday.com expanding into creative market (threat), no competitor has built-in client approval flows (opportunity), agency-specific reporting is underserved (opportunity), competitors have better SEO presence (threat/opportunity)

Your Product/Service: Project management software for creative agencies

Your Strategic Goals: Grow to 5,000 paying customers, become #1 choice for creative agencies, launch client portal

Resources Available: MODERATE

Executive Audience: CEO AND PRODUCT TEAM

Why It Works

Most competitive analysis lacks synthesis.

This framework improves outcomes by forcing:

- executive summary (clarity)
- threat assessment (risk awareness)
- opportunity assessment (strategic focus)
- actionable recommendations (execution)
- priority matrix (focus)

Great competitive reports don't just inform — they drive action.

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