

The Sports and Coaching Camp Business Guide

Competitor and alternative comparison

Add your details and work through this sheet with your team.

Camp / programme

Prepared by

Date

Use public information, lawful observation, and genuine customer feedback. Do not pretend to be a customer to obtain private information.

Alternative	Audience and promise	Dates and hours	Location and access	Full comparable price	Inclusions	Evidence and date checked
Camp or alternative A	Details	Details	Details	Amount	Details	Source and date
Camp or alternative B	Details	Details	Details	Amount	Details	Source and date
Non-camp option	Details	Details	Details	Amount	Details	Source and date

Needs not well served

Specific gap backed by evidence

Difference we can deliver

Useful difference, not an unsupported quality claim

Cost of delivering that difference

Amount or work required

What we must not claim

Comparisons we cannot support