**Your name here Xxxxxxxxxxxxx Xxxxxxxxxxx MT299 Section XX Unit 3 Assignment**

*[Copy and paste a screen shot of your results from part 1 here. Add a double-space and then fill in the table below per your instructions in part 2.]*

1 – Major weakness

2 – Minor weakness

3 – Minor strength

4 – Major strength

**Competitive Profile Matrix Table**

| **Factor:** | **Tim’s**  **Coffee Shoppe**  Score: | Tim’s:  Comments | **Competitor 1** (Enter Name)  Score: | Competitor 1:  Comments | **Competitor 2** (Enter Name)  Score: | Competitor 2:  Comments |
| --- | --- | --- | --- | --- | --- | --- |
| Quality |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |
| Brand Recognition |  |  |  |  |  |  |
| Profitability |  |  |  |  |  |  |
| Product |  |  |  |  |  |  |
| Staff |  |  |  |  |  |  |
| **Total:** |  |  |  |  |  |  |

Summary and Recommendations (1 page):