

ACBSP REGION 10 ANNUAL CONFERENCE 2026

Date: February 26th to March 1st, 2026

Venue: National Economics University, Hanoi (In-person)

Conference website: <https://acbsp-region10.neu.edu.vn/>

Competitive Analysis (Mandatory)

The **competitive analysis** section in a business pitch showcases how your company stands out in the market. The competitive analysis sets the foundation by outlining the competitive landscape, identifying key competitors, and highlighting your unique value proposition. Here's a template for the **competitive analysis**:

- 1. Identify Key Competitors:** List top competitors in your industry or market.
- 2. Competitive Landscape:** Analyze the market share and positioning of each competitor.
- 3. Strengths and Weaknesses:** Highlight their competitive advantages and gaps.
- 4. Your Unique Value Proposition:** Show how your product or service is differentiated.
- 5. Market Positioning:** Compare key metrics like price, product features, and customer service.
- 6. Barriers to Entry:** Discuss challenges for new competitors entering the market.
- 7. SWOT Analysis:** Compare strengths, weaknesses, opportunities, and threats.

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