

Fig. P.1b- Competitive Environment

Competitor	Type	Dollar (\$) Sales Volume	Critical Success Factors
Direct Competitors			
Circus Boards	Printed Circuit Boards	\$7 Billion	Water purity
Board Stiff	Printed Circuit Boards	\$4 Billion	Water purity
Indirect Competitors			
Boardics	Plastic Circuit Boards	\$900 Million	Lower cost
BoardTex	Textile Circuit Boards	\$0	Higher durability
Potential Competitors			
Surf Boards	Recreational	\$20 Million	Too big to fit
College Boards	Scholastic	\$50 Million	Lower error rate

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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