

RESEARCH REPORT, SAMPLE

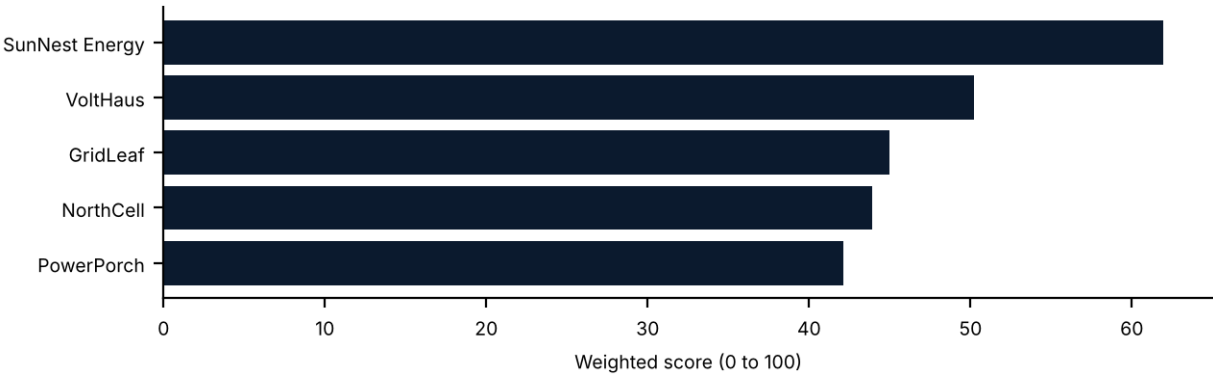
Competitor Analysis: Home-Battery Installers

A client wants to enter a regional market. This sample shows how competitors are compared on facts a buyer cares about. Companies and numbers are invented.

Competitors reviewed	Price range / kWh	Warranty range	Best score
5	\$890 to \$1,120	10 to 15 yrs	62 / 100

Key findings

- 1. **SunNest Energy** leads on the weighted score by combining mid-range price, broad coverage and strong reviews.
- 2. **VoltHaus** sells on warranty (15 years) and fast install but charges the highest price, so it is exposed to a cheaper rival.
- 3. **GridLeaf** is cheapest and covers the most states but has the weakest reviews and the slowest installs, which is a service gap.
- 4. The open space is a **fast, mid-priced install with a strong local review score**, which no one owns in the target region.



Comparison

Company	Price / kWh	Warranty	Install days	Reviews	States	Score
SunNest Energy	\$980	12 yrs	3	4.6	9	62
VoltHaus	\$1,120	15 yrs	2	4.4	5	50
GridLeaf	\$890	10 yrs	5	3.9	14	45
NorthCell	\$940	10 yrs	3	4.1	7	44
PowerPorch	\$1,050	12 yrs	4	4.7	3	42

Recommendation

Enter with a 12-year warranty, install in 3 days or less and a price near \$950 per kWh. Collect and show local reviews early. Re-check competitor pricing every quarter.

How the score works

Price 30%, warranty 20%, install time 15%, reviews 20%, service area 15%. Each measure is scaled between the best and worst competitor. Weights can be changed in the Excel matrix and the ranking updates.

Method and sources (in a real project): company websites, price quotes, public review sites, state licensing records, news. Each fact is logged with its source and date. This sample uses invented data.