Multi-Market Competitor Set Handoff

Use for one scoped competitor assignment. This handoff records why one normalized competitor identity belongs—or does not belong—in a defined enterprise, market or location scope. It does not prove factual truth and it does not replace the source evidence.

1. Identity and decision scope

Decision / use case	_____
Assignment ID	_____
Assignment Status	☐ Active ☐ Superseded
Supersedes Assignment ID	_____ (if applicable)
Competitor ID	_____
Competitor name	_____
Candidate Type	☐ Commercial provider ☐ Discovery intermediary ☐ Reference entity
Identity Status	☐ Resolved ☐ Unresolved
Parent / Brand ID	_____ (optional)
Scope ID	_____
Scope Status	☐ Existing ☐ Planned ☐ Inactive
Enterprise scope	_____
Market ID / name	_____
Market Boundary State	☐ Resolved ☐ Unresolved ☐ Not applicable
Location ID / name	_____
Offer / service	_____
Customer segment	_____
Canonical market rule — A Market is a governed buyer-choice scope for the specified segment and offer under materially comparable availability, serviceability and decision conditions. Country, city, language, territory, service area and search location do not automatically equal a Market.	

2. Commercial qualification and layer evidence

Commercial substitution is tested before layer assignment. Search visibility or physical proximity can discover a candidate, but neither bypasses the qualification gates.

Same relevant offer?	☐ Yes ☐ No ☐ Unknown
Same buyer need?	☐ Yes ☐ No ☐ Unknown
Serviceability	☐ Yes ☐ No ☐ Unknown
Enterprise Evidence	☐ Yes ☐ No ☐ Unknown
Market Evidence	☐ Yes ☐ No ☐ Unknown
Location Evidence	☐ Yes ☐ No ☐ Unknown ☐ Not applicable
Context Value	☐ Yes ☐ No

Optional search-observation context

Observed Query	_____
Search Surface	☐ Organic ☐ Local pack / Maps ☐ Paid search ☐ Shopping
	☐ AI answer ☐ Marketplace ☐ Directory ☐ Other
Observed Search Location	_____
Observation Date	_____
Serviceability gate — Serviceability = No → EXCLUDED / SERVICEABILITY_MISMATCH. Serviceability = Unknown → UNRESOLVED / SERVICEABILITY_EVIDENCE_MISSING when the assignment depends on it. Distance, address and SERP visibility are not substitutes for serviceability.	
Market-boundary gate — A Market layer cannot be confirmed while Market Boundary State is Unresolved. Independently confirmed Enterprise or Location relevance may remain valid while the Market boundary is resolved.	

3. Result, evidence and required action

Canonical Result	_____
Reason Code	_____
Required Action	_____ _____ _____
Evidence URL / record reference	_____
Evidence summary	_____ _____ _____ _____ _____
Limitations / open evidence	_____ _____ _____

Valid canonical results

ENTERPRISE · MARKET · LOCATION · ENTERPRISE + MARKET · ENTERPRISE + LOCATION · MARKET + LOCATION · ENTERPRISE + MARKET + LOCATION · CONTEXT / REFERENCE ONLY · EXCLUDED · UNRESOLVED · INVALID INPUT

One identity, several scoped layers — One Competitor ID can connect to one or more Scope IDs. One active assignment is allowed per Competitor ID + Scope ID, and that assignment can return several layer results. Multi-layer relevance is not duplicate identity.
Observed search competitor ≠ commercial competitor — A result seen in organic search, Maps, a marketplace, directory or AI answer is a discovery signal. It becomes a commercial competitor only after identity, substitution, serviceability and scope qualification.

4. Governance, review and reopening

Owner	_____
Reviewer	_____
Review date	_____
Reopen trigger	_____
Boundary / identity note	_____
Change / supersession note	_____

Fail-closed rules

- Identity Status = Unresolved → UNRESOLVED / IDENTITY_BOUNDARY_UNRESOLVED.
- Same Offer or Same Buyer Need = No → EXCLUDED / NO_COMMERCIAL_SUBSTITUTION.
- Same Offer or Same Buyer Need = Unknown → UNRESOLVED / SUBSTITUTION_EVIDENCE_MISSING.
- Serviceability = No → EXCLUDED / SERVICEABILITY_MISMATCH.
- Serviceability = Unknown → UNRESOLVED / SERVICEABILITY_EVIDENCE_MISSING.
- Market Boundary State = Unresolved prevents a confirmed Market layer.
- Discovery intermediary or reference entity defaults to CONTEXT / REFERENCE ONLY unless separately requalified as a Commercial provider.
- Only Active assignments participate in Competitor ID + Scope ID uniqueness. Superseded assignments remain history.

Branch and franchise identity

Default to the same Competitor ID for the same buyer-facing brand. Split identity only when material buyer-facing autonomy—pricing, offer, fulfilment/serviceability, territory/availability, regulation, proposition/brand or customer experience—changes the competitive decision.

Method boundary

This handoff governs where a qualified competitor belongs when relevance differs by enterprise, market or location. Competitor count, competitor-role taxonomy, evidence reliability/freshness and full evidence-record design remain separate SERPIFAI methods.

Source method: Building Competitor Sets for Multi-Location and Multi-Market Businesses