DEFINE IT!

RESOURCE 4: COMPETITOR ANALYSIS

Complete the table below on a minimum of 5 potential competitors. These may be direct competitors (which are competitors that have the same/similar product and customer segments) or indirect competitors (products are not the same or similar but may be chosen by the same customer segments). You may need to do some internet research. An example has been provided for Uber.

Competitor	Product	Customer Segments	Benefits and features of a product	Price of a product
Blah Blah cars	Car sharing service	 18 + male and female who enjoy socialising on the weekends and prefer to share a ride 18+ with lower income Lower wage earners who have insufficient excess money to pay for a taxi ride University students 	 Car sharing Safety in sharing a car with a few people Reduced cost because car driver picks up all passengers in one location and cost is shared Accessible through app bookings No minimum number of passengers required 	\$8 per 10km of driving for a maximum of passengers