

Competitors

We, as a team have decided to compare our client with 5 of main competitors classifying them in 3 categories of competitors : DIRECT, INDIRECT and REPLACEMENT COMPETITORS. To classify them in this 3 categories, we did research and took in consideration mission, vision and values of all of them, also if they are non-profit organisations or private and we choose them taking in consideration what YFU representant told us and also talking with few possible exchange students.

Direct competitors: AFS Interculture

Indirect competitors: EF (Education first) , STS (Start Your Journey) & Au Pair Program

Replacement competitors : Kilroy

YFU MISSION: “ MAKE THE WORLD YOUR HOME “

- **AFS** mission is to provide intercultural learning opportunities to help people to develop the knowledge, skills and understanding needed to create a world full of peace and kindness.
- **EF** mission is to deliver exceptional ideas, experience-based solutions and results so all students are prepared for success in college, career and life.
- **STS** mission is to strengthen young people to grow through education and cultural exchanges.
- **Au Pair Program** mission is to promote international understanding by bringing young people of the world together
- **Kilroy** mission is to help students and young people to explore life by traveling and studying abroad.

We are going to summary the information and to compare results in next tables:

	Price for 11 months in US	You can choice the University	You can choice the city	Type of organisation
YFU	129900ddk/ 10 months	no	yes	Non-Profit
AFS	92,800 ddk	yes	yes	Non-Profit
EF	160.000 ddk	need and account	yes	Private
Au Pair	44000 ddk	-	yes	Private
STS	173,264.83 ddk	yes	yes	Private
Kilroy	-	-	yes	Private

	Target group	Number of destinations	Duration	Program type
YFU	14+ years old	34	9 , 10 or 11 months 1 months or 2 weeks in summer time	Summer program Language focus
AFS	15+	50+	8-12 months 4-8 months 3-4 months 1-3 months Less than 1 month	School stays abroad English-language school stay Short language stays Read abroad (18+) Internship / teacher-stay Volunteering
EF	15+	60+ countries	6 , 9 or 11 months or 9-12 days	Cultural Exchang Language Courses Educational Travel Academic Programs
Au Pair Program	18-29 years old	22 countries	1-24 months	Work
STS	14- 30 years old	13 countries	1 year or more	Summer Academy High school Study abroad Au pair
Kilroy	all ages	200+	-	Travel

We concluded that all our concurrents have almost the same target group as YFU has, but there are big differences in what concerns the number of destinations, in this case Education First occupy first place, being followed by AFS that in the same time offers the most options of time/duration and study programs.

Best prices compared to YFU are from Au Pair if you want to visit and to work, not to study, but if you want to study the cheapest are AFS. After our research we found that only 2 of our competitors offer the opportunity to choice the Univeristy and they are AFS and STS.

We think that YFU's biggest threat is their direct competitor AFS, because it is a non-profit organisation, but the are cheaper, they offers more destinations, more program types, as client you have better options of duration/time you want to spend abroad and what is really important, AFS offers you a very big chance to choice the University .