

**WHITE WATER  
RAFTING  
SWOT  
ANALYSIS**

## **Goals**

- Create a professional responsive website.

## **Objective**

- To create brand awareness
- Engage community
- Stand out with competitors
- Create user friendly experiences

## **Direct or indirect competitors**

1. Druk Rafting Service
2. Royal Gorge Rafting
3. The Royal Beach Camp

# **White Water Rafting Service(Punakha, Bhutan)**

## **Strength**

1. Experienced guides

## **Weakness**

1. No Website

## **Opportunities**

- Create A website
- Advertisement
- Partnership with locals business

## **Threat**

- Competition
- Weather condition
- Changing consumer's preference
- Liability and safety concerns.

# **Competitor 1: Druk Rafting Service(Punakha, Bhutan)**

## **Strength: (services)**

1. They have a Website
2. #1 in Punakha outdoor Activities- Tripadvisor
3. Rating is 4.5 with 91 reviews
4. Accepts foreign currencies

## **(website)**

1. Priority is given to service
2. Details are given to users about when is the best time for rafting.
3. Form in every page

## **Weakness**

1. Expensive according to reviews
2. Weather dependent
3. No refund

## **(website)**

1. Not revealing prices or plans.
2. Gallery section not aligned, contact form is not good in appearance (specially button), features not fully utilized, unwanted spacing in footers, Gallery limited number of pictures.
3. All pages are almost the same, confusing the users if they are on the same page or different.
4. Some link features are not working.

## **Opportunities**

- Advertisement
- Partnership with locals business

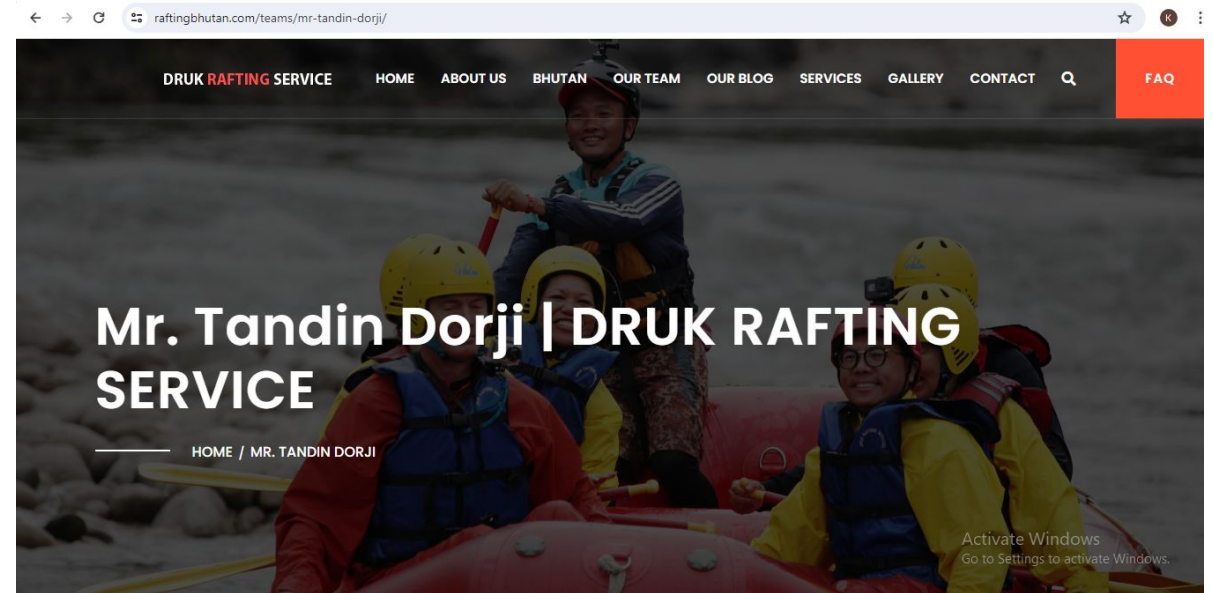
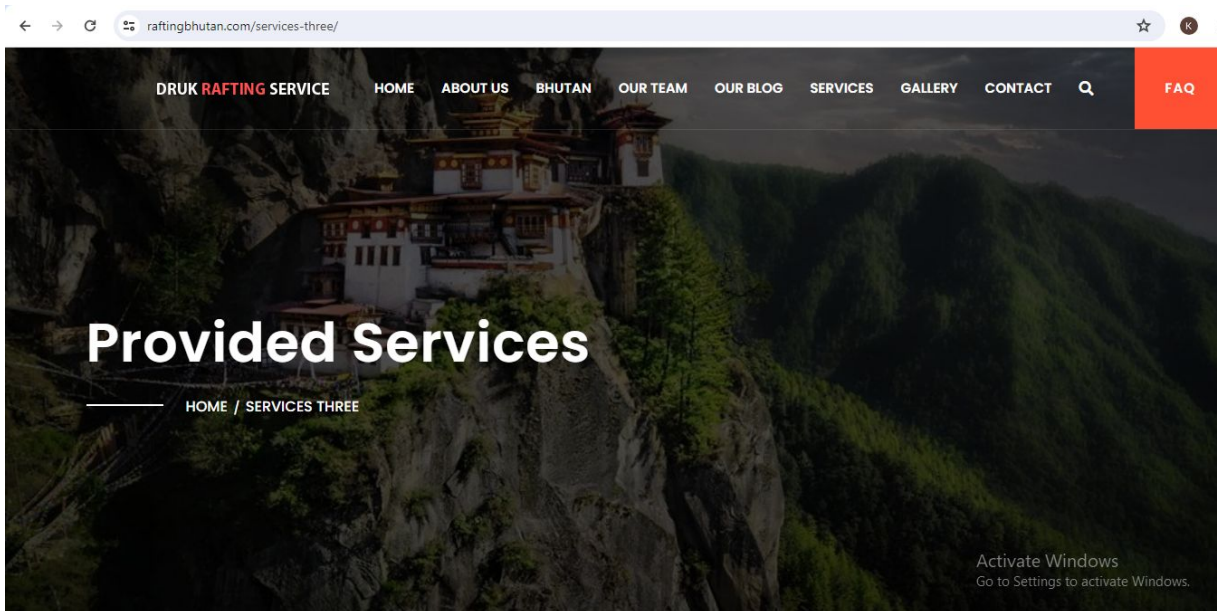
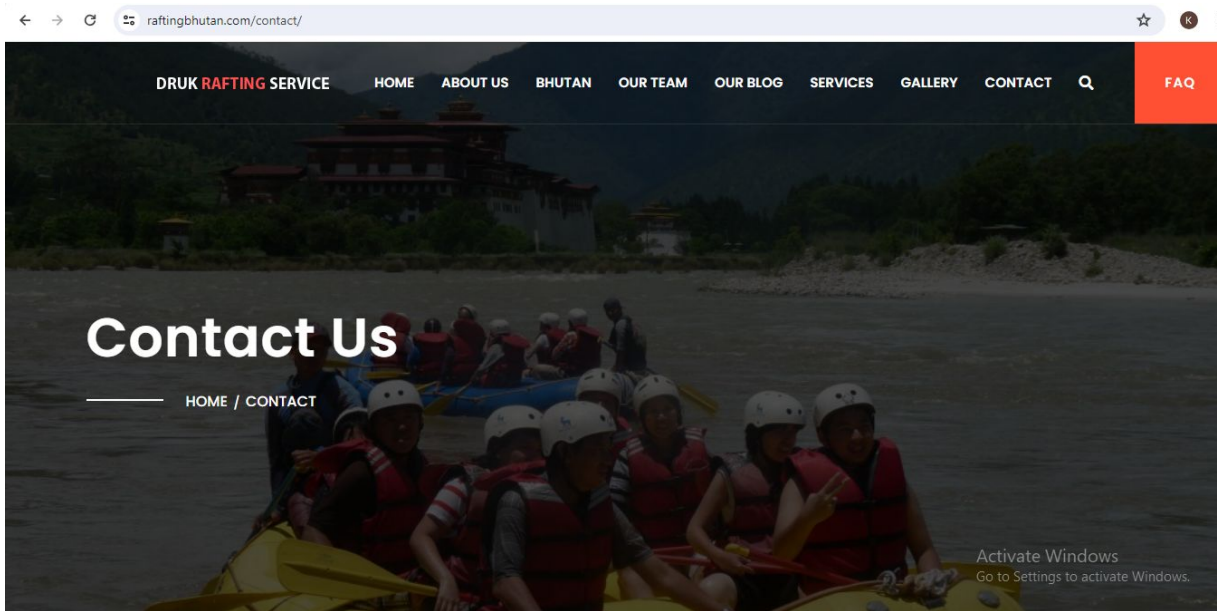
## **Threat**

- Competition
- Weather condition
- Changing consumer's preference
- Liability and safety concerns.





Activate Windows  
Go to Settings to activate Windows.



# **Competitor 2: Royal Gorge Rafting(USA)**

## **Strength**

- Price & Package is mentioned on the webpage.
- Clear safety instruction and age limit is given.
- Ratings are shown on the website.
- Side services, Promotions and relevant FAQs are there.
- High quality contents

## **Weakness**

- Loading speed, video
- Large content as we are not able to tell when it will end
- Feedback form is missing
- Lacking multilingual



## **Opportunities**

- Partnering with local business
- Expand their services

## **Threat**

- Weather challenge
- Competition
- Seasonal
- Online reputation management

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★★★★★ 4.9 (6,939) Reviews

# Get Wet. Be Wild. Do Epic.

**AGES:** 13+ (16+ at high water Late May/Early June)

**INTENSITY:** Challenging

**GEAR:** River gear free of charge

**RAPIDS:** Class III, IV, (V at high water)

**SEASON:** April - September

**FITNESS:** Swimming ability and healthy fitness level is always recommended

## HALF DAY & FULL DAY RAFTING TRIPS

Get ready for all-out high adrenaline Royal Gorge river rafting. If you are looking for world class rafting, you found it! Rafting below the spectacular vista of the Royal Gorge Bridge is an experience in itself. This Canon City rafting trip is known for the famous rapids of Sunshine Falls, Sledgehammer, The Narrows, and many more. You'll cut through "The Royal Gorge Arch" a thousand feet below the rim of the Gorge. Epic!

### Recommended For:

If you are an experienced rafter or a first timer looking for a more challenging, exciting and demanding stretch of whitewater, we recommend you book the Royal Gorge raft trip.



### Half Day Trip

MOST POPULAR FOR THRILL SEEKERS!

**Duration:** Allow 3 hrs

**Price:** Starting at \$149

[BOOK HALF DAY TRIP](#)

### Full Day Trip

AMAZING VALUE

**Duration:** Allow 6 hrs

**Price:** Starting at \$249

[BOOK FULL DAY PACKAGE](#)

**i** Sat. incurs \$10 on the Royal Gorge section



★★★★★  
5.0 (3841)



★★★★★  
4.7 (247)



★★★★★  
4.9 (2851)

# **Competitor 3: Royal Beach Camp (Nepal)**

## **Strength**

- Good carousel image
- Price & Package details are mentioned
- They also provide rafting course for beginners

## **Weakness**

- Overall website lacks proper design principles
- No option for booking online
- Rating is not mentioned
- No feedback option

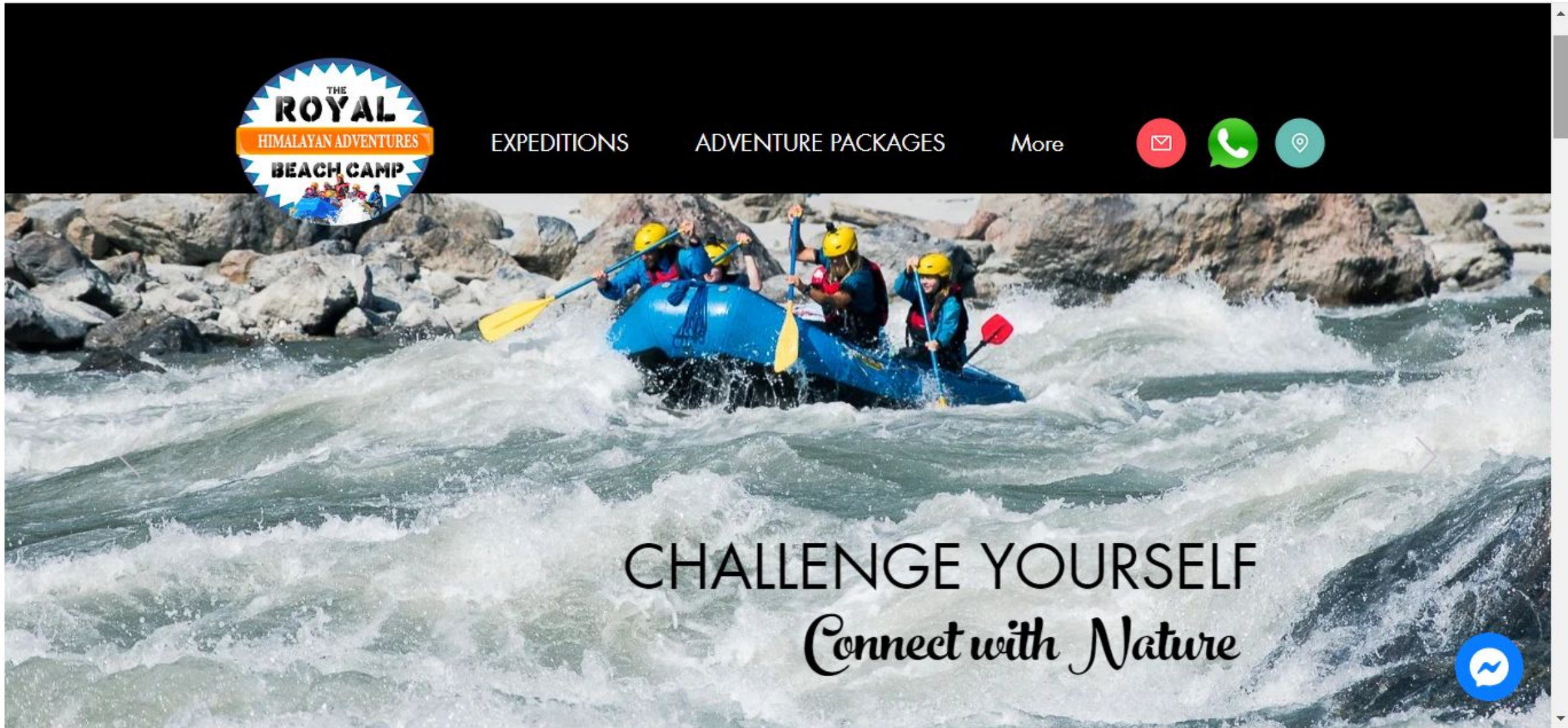
## **Opportunities**

- Partnering with local business
- Expand their services

## **Threat**

- Weather challenge
- Competition
- Seasonal





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