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| --- | --- | --- | --- | --- | --- | --- |
| List of competitors | Pet backer | Rover | Trusted house sitters | Go puppy | Egy puppy | Pet yard (Us) |
| Platform | - Website  - Mobile App  (Ios, android) | - Website  - Mobile App  (Ios, android) | - Website  - Mobile App  (Ios, android) | - Social Media (Facebook, Instagram) | - Website | -Mobile App |
| Target Audience | Pet Owners | | | | | |
| Services | - Boarding  - Grooming  - Sitting  - Walking  - Daycare  - Pet taxi  - Pet training | - Boarding  - Daycare  - Drop-in visits  - Sitting  - Walking  - Dog training | - Pet sitters  - House sit | - Pet grooming  - Health care  **All services by mobile van comes to your location by reservation.** | - Selling pet’s food and Accessories | -Grooming  -Boarding  -Sitting  -Walking  -Daycare |
| Origin | Multi-national pet company. | Multi-national pet company. | Multi-national pet company. | Egyptian company. | Egyptian company. | -Egypt |
| Business model | - Employees get paid per  Service at price they set every time they provide it.  - Company get paid by percentage of cost. | - Employees get paid per service at price they set every time they provide it.  - Company get paid by percentage of cost. | - Sitters don’t get paid.  - Subscription from both sitters and customers. | - Employees get paid by the company.  - Get paid directly from customers. | - Sales of goods or products.  -Visits to their clinic. | -Carers will set their price per service and earn from it.  -Company will take a % of every service given. |
| Popularity in Egypt | Known | Not widespread | Not widespread | Widely Known | Widely Known | Expected to be widely known. |
| Strength | - Trusted sitters  - Reservation guarantee  - Payment Protection | - Trusted sitters  - Good quality | - Trusted sitters  - Ensure that they work for the pets not money | - Good reputation  - Delivery to location  - Hire their own employees (don’t connect customers with employees)  - Good quality | - Good reputation  - Good quality  - Fast delivery | -Good quality services.  -Ease of use  -Trusted carers. |
| Weakness | - Expensive services.  - Booking is not intuitive. | - Not very known.  - Booking is not intuitive. | - Very expensive for both sitter and owner.  -Subscription requires big commitment. | - No variety of services.  - Reservation is through a page and not an app. | - No variety of services. | -Need big financial budget.  -Not  experienced in business side |

After studying the market and assessing each competitors’ advantages and disadvantages, we found that no Egyptian application or website offers the services we do. For example, GoPuppy only offers mobile grooming services, while Egypuppy’s website has a market for pet supplies and you can also book an appointment at one of their vet clinics for services such as: grooming, vaccination, and general health care.

On an international level we found competitors that offer services similar to ours and on of the competitors stood out from the rest, that was Rover app and website. Rover has one unique service that we don’t offer which is Drop in visits, drop in visits are as the name entails, a carer comes to your house and plays and takes care of your pet for a duration of time, usually 20-40 minutes.

So we have concluded that we can take inspiration from the Rover app and develop our own Drop in visits feature in our application.