## PRODUCT DIFFERENTIATION w.r.t COMPETITION AND JUSTIFICATION

The success of a start-up depends on many factors; one of them is product competition. A new start-up must always be wary of the competition it faces. To better market the product/service one needs to conduct a careful and detailed SWOT analysis.

Our competition (listed region wise):

1. Nearby cities – Mangalore, Manipal , Surathkal, Udupi  
   The great thing about this start-up idea is that there is no competition in the nearby areas. There are no bicycle rental services, either daily or any other. This presents us with the ideal local market to grow and thrive.  
   Even for maintenance of bicycles the bicycle owners have to travel 4 km to Surathkal to get their bicycles repaired. It costs a lot for the users as they have to transport the broken bicycle to Surathkal using an auto.  
   As a solution to this issue we have come up with our special maintenance services which will make it easier for people who own cycles to get it repaired. This will act as a secondary source of income for the start-up.
2. Within Karnataka – Major metropolitan cities like Bangalore ,Mysore  
   Bicycle rental services available:  
   ICYCLE.in , RENTOMO , C-COMMERCE , ATCAG , PEDALS AND WHEELS , RentOnGo , City Cycling , Namma Cycle  
   All these are small scale rental services. Only ATCAG has the necessary technology that can help it to expand. But since its inception in 2011, it is presently only in Bangalore, with nine docking stations of six cycles each. But they have slowly fallen defunct.   
   We believe that the reason for their failure is the pre-mature introduction of the cycles to the general public that too in very small numbers. Also the users were unable to park the bicycle   
   at any place other than ATCAG docking station.   
   But we are improving on the idea, by building on their weak points. We will be introducing our cycles in various student campuses, where there will be a huge potential customer base. Also out technology allows the user to park the cycle at places other than the fixed docking stations.