Analysis of the competitive situation

The company was established 2010 and gained success year by year. Now, the total number of clients is over 800 and is continuously rising.

**Buyer power** is a very important factor that contributed to the company success. The company operates in a fast developing area that attract more and more people due to its powerful industry, lack of corruption and excellent public services (health, education). This results in the public welfare, allowing people to have more money to spend.

Our company has a big **rivalry** with the existing competitors, but because it is originated from this area, the people choose to place their trust in this local company and not in the foreign ones. This also happened because DIGIROM provides good services at reasonable prices.

The **threat of new competitors** is a real problem which can reduce the market attractiveness and the profit of our company. In order to avoid this thing, DIGIROM offers a wide range of services that can be adapted for every customer’s wishes. This also differentiate them from the competition and reduce the **threat of substitution.**

From its establishment, the company succeeded in building its name becoming a local brand.