**The competitive environment**

**Who are your direct and indirect competitors?**

Considering an online based project of this kind, there are no firms or organizations offering the same services on for students on campus, directly or indirectly. All agents who handle hostel bookings and reservations do not have such software for their business. They all do their work by physically i.e. moving up and down to make sure their work is done.

**What is your competitive advantage and how will you sustain it?**

Our competitive advantage is the software takes care of all bookings and findings for students or users, while they relax. They don’t need to do extra work. All they need to do is to request for a hostel or apartment and every information will be provided them, making our software (application) a number one choice.

We sustain this advantage by being up to date and growing our database and frequently alerting users on new accommodation offers. For example if a new hostel or apartment is opened, we send the details of that apartment, so that interested ones will request follow up. This will allow users to access hostels in remote areas, which will satisfy people who opt for such hostels.

**How easy will it be for others to enter the market and provide the same product or service?**

It will not be that easy for others to enter the market and provide the same service, taking into account the budget involved in purchasing server space, creating and maintenance of software for the service, and also the stress involved in gathering information to provide our users.

This may take time even is funds are available, thus making it a little tedious for others to enter the market with the same service.