

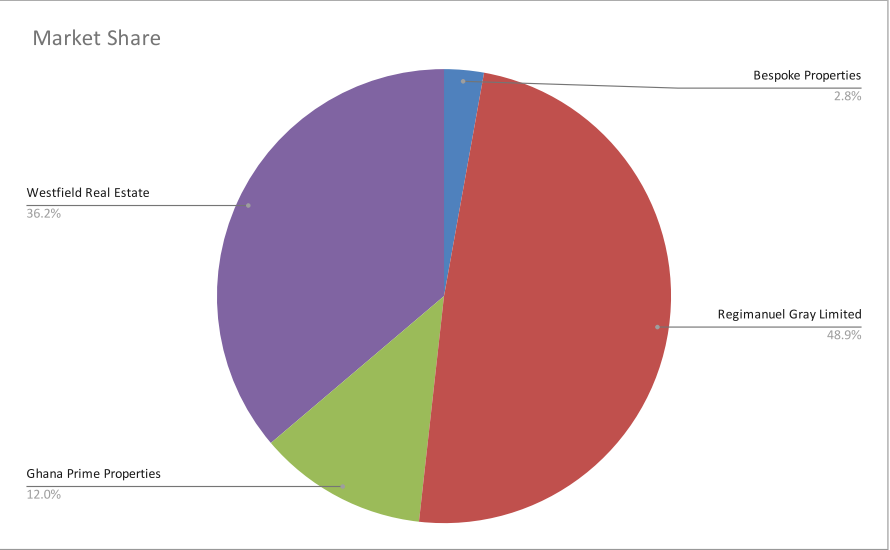
### Competitive Analysis for Bespoke Properties

This Analysis was made based on three competitors namely: Regimanuel Gray Limited, Ghana Prime Properties, Westfield Real Estate

SWOT Analysis for Competitors	
Strengths	Weaknesses
Their advantages 1. Popularity 2. Strong network 3. Good website	Areas for improvement 1. Improving customer experience 2. Poor performing websites.
Opportunities	Threats
Situations to apply their advantages 1. Real estate is poised for rapid growth. 2. Global demand for real estate is strong and high. 3. Form international partnerships	Where they are at risk 1. Economic slowdown may affect demand i.e. periods of recession 2. Competitive Ghanaian firms.

SWOT Analysis for Bespoke Properties	
Strengths	Weaknesses
Your advantages 1. The management of a real estate can add value to it through refurbishment and good management. 2. Vibrant team	Areas for improvement 1. Website still under construction 2. No listing on Google my business/ No map visibility
Opportunities	Threats
Situations to apply your advantages 1. Market Intelligence 2. Using technology to get ahead in the industry	Where you are at risk 1. Economic slowdown may affect demand i.e. periods of recession 2. Seasonal demand may affect prices.

Bespoke Properties Market Share according to Instagram Following



Review

Compared to last month, we noticed that Bespoke Properties page increased it's market share by 1%. Regimanuel Gray Limited and Westfield also had a decreament of 2.1% and 2% respectively. Ghana Prime Properties had an increament of 3.9%.