

I conducted an analysis of NextAdmit, Quad Education, and the Princeton Review as my three competitors. I conducted my competitive analysis using the comet features of essay reviews, counseling, and college readiness. Let me start by saying that I likened their essay tool to comets. One item that caught my attention is that they offer various forms of structured essays, each with a different price tag. These include common essays, extra essays, and letters of continued interest. Comet offers a single essay review based on your desired quantity. An other feature that caught my attention is that, unlike Comet, Nex Admit lets you specify the time that you need to finish your essay if you're in a hurry. Quad education comes next. Their entire website, which is devoted to consultations, is their primary focus. I like that they have the option to do that right in front of them; all they need to do is click on it to schedule a meeting with an application expert. I will not be able to access the comet until I receive the Trailblazer special. Instead of being on a list, I wish it was an option you could click on on the website's dashboard. The Princeton Review came next, and I likened their college readiness tool to comets. One of the things I enjoy about Princeton is that, depending on your year, they offer courses at every grade level, from senior to junior to sophomore to freshman, to help you prepare for college. Comet ought to have a feature like this, in my opinion. I wish Comet could have asked me to complete a lot of the things I haven't done depending on my grade, like the SAT, which I haven't taken yet, while I was putting up my data.