

This is an example about competitors by the Fishing Equipment shop. And its short just to give you an idea.

Competition & Competitors

Competition Overview.

Our shop is situated in the main arrival point, the centre for the tourists visiting the Lake District. The area are mostly visited by people interesting in sweat water fishing. Some competition will be there from some local petrol stations and food shops that offer some simple fishing equipment at low prices. Compared to them we offer so much more – almost everything a hobby fisherman or women could want. And we arrange day-tours and offer packed food for the day, fishing cards (gives right to fish in a given or more lake(s) in the area for a given period). We do have some competition from online shops offering plenty of fishing equipment. But online shopping takes x number of days to get a delivery and we are giving the products directly in the shop, so a visitor who wants to shop fishing equipment to fish the same day or day after will select us. Or they will replace faulty equipment directly and then also need instant delivery especially as they paid for a visit in the area.

Selected Competitors

Several petrol stations and food shops are there. Here we mention 2 of them as the comments will be the same for all of them. In total we have seen 7 such places in the area.

Midlake Petrol Station

This petrol station is suited in the middle of the lake area in the crossing between road 101 and 105. They are 22 km from our shop. The advantage they have is that they are closer to some of the lakes. But products are only few ready packed low price simple fishing equipment. We primly do not sell such equipment but more for the genuine hobby fisherman or women who is ready to pay for quality. (We will have few such sets and expect some children to buy them.) With our several different offers we will give a much better service for this group of buyers.

Linklake Food Store

This shop is suited on the other side of the Lake District. 55 km away. They have the same products as the Midlake Petrol Station. Their advantage over us is that they are much closer to several of the lakes. But again, they do not offer quality products and services.

Fishing Cards

Apart from us there are several who sell fishing cards giving the right to fishing in the area. Some camping sites sell cards for the nearby lakes. Some landowners have their own sales kiosks after the roads. From our point of view, we want to earn money on these cards, but its not the main business. We also now have the right to sell cards to 83% of the lakes in the area whereas other are selling to only few of the over 70 lakes in the area.

Day Tours

No one else are offering day-tours for fishing like we do. We offer pickup at main hotels and camping sites and will from start have 5 different tours to select from. Some hotels offer Taxi drop and pickup but else there is no competition.

Food Packages

We will offer Food-packages as a separate product or as a part of Day Tour. No one else does this specifically for hobby fishing people. Some petrol stations and food shops sell readymade sandwiches and you get discount if you buy something to drink with it. But its not the same.

Renting out

We will be renting out fishing equipment and we also have arranged to be able to rent out boats in the 4 biggest lakes. No one else does it for boats so organized as we plan to do. But if visitors ask some private boat owners may rent out. But we include insurance when renting a boat, and no one else does that in the Lake District.

Online shopping

There are four fishing equipment product online shops that we have seen have good delivery in our area and plenty more that also have only few products. But customers can also buy from overseas.

Bit-The-Fish Online Shop

As an example on an online-shop we take the Bit-The-Fish Online Shop. They deliver within 1-5 working days. They have a bit more fishing equipment than we will have, but less of other related products. Prices in the online shop will be on average 8% lower than our planed prices, but with transport it either costs more than buying from us or the buyer must buy for a quite high minimum amount. Our advantage that the buyer can see and hold the product before buying and direct delivery. Also when we are up and running we will also launch our own online shop.

The future

We believe that we will get a good start. Naturally, we are aware that when other people see our shop someone else may think of also open such a shop in the Lake District. We will market our shop very hard in the beginning so that if and when someone else open such a shop we will have the advantage of being established. We also believe that after 5 years or so we should be able to open up a second shop – at the other side of the Lake District. This will then make it difficult for other parties to compete.