

Competitors research

We have decided to separate our competitors into two different categories: direct and secondary. With the direct competitors we take a look at companies that also offer an alternative to bringing your own tent to a festival. These companies closely resemble CrateMate and are therefore most interesting for the competitor analysis. The secondary competitors are different companies that offer accommodation at festivals. These will include things like tents rental and purchase, hotels, etc.

Direct Competitors

Festitent.com

Company mission:

FestiTent offers pre-pitched accommodation at festival campsites. The festival visitor can make a booking on festitent.com and immediately start his or her carefree festival weekend.

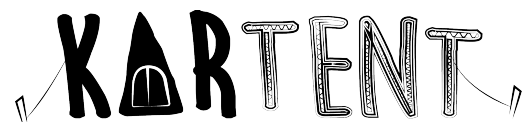


Festitent is a direct competitor to CrateMate because like CrateMate, festitent offers accommodation at the exact location and on festival ground. Festitent costs around 70 euros per festival and can also offer a 1 person and 2 person tent. It resembles our online service and also lets the customer choose their festival online or through the app. This Service will be our biggest competitor.

Kartent.com

Company mission:

KarTent, a temporary festival tent made entirely out of cardboard. The cardboard allows for easy recycling of the tent; after the festival, the tent can go directly to the paper recycling industry so that they can re-use your tent to make toilet paper, books, shoe boxes or other romantic things!



Karttent is a direct competitor in a sense that it's a service that offers festival accommodation that can be bought and reserved online. However it is quite an unique competitor because the tents are made out of cardboard. This is not as reliable and convenient as our service and is

therefore not a direct threat to our service. Karttent costs about 50 euros per tent and offers only one type of tent.

Tentenzo.com

Company mission:

Tentenzo is a campingshop that specializes in overnight stays during festivals. We offer all products that are necessary to have an successful festival. Our offering will be discussed with the festival organization. This way tentenzo will always offer the right fit to the customer.



Tentenzo is a service which rents out camping equipment at festivals. This way the customer doesn't have to bring their own camping gear to the festival. The biggest difference between tentenzo and festitent is that you still have to set up your own tent with tentenzo. A tent will cost about 44 euros, but the offering is very wide so with this service you can rent a lot of different products. They offer about 6 different options for tents ranging from 40 euros to 150 euros.

B-and-bee.com

B and Bee is a company that both sells and rents out hexanol sleeping units. Those can be stacked or placed next to each other endlessly. Their target group is quite broad; event organizers can either purchase or rent the B and Bee and individuals can rent one or multiple units for 1 night or longer.



Since B and Bee is an original concept that also uses capsules, it could be an important competitor. However, their target group is not completely the same as ours since they focus on a larger target group and , as far as festivals concern, they mainly focus on smaller events. Also, they only provide the units, not the rest of the necessities such as blankets and at a higher price.

Secondary Competitors

There are currently three secondary competitors in camping equipment for festivals operating in England (CosyCamper), the United States (Outdoorsgeek) and the Netherlands (Tentenzo, TentenStunter). Their offers range from 1-person tents to 4-persons tents, from basic camping tents to glamping packages, from rental to purchase.

For all packages we took the most basic one available. The prices of *Outdoorsgeek* were dependent on the festival.

1 person	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>Tentzeno Easy DIY</i></u>	x	x	x	x	Earplugs	P	€69,50
<u><i>Tentzeno Bring-it-back (RentATent)</i></u>	x	x	x			R	€69,-
<u><i>CosyCamber Regular</i></u>	x	x	x	x	Tentlight	P	£85,-
<u><i>TentenStunter Alone</i></u>	x	x	x		Pump Seat Dry Sacks	P	€115,-

2 persons	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>Tentzeno Easy DIY</i></u>	x	x	x	x	Earplugs (2x)	P	€99,50
<u><i>Tentzeno Bring-it-back (RentATent)</i></u>	x	x	x			R	€99,-
<u><i>Tentzeno Easy DIY - XL</i></u>	x	x	x	x	Earplugs (2x)	P	€106,50
<u><i>Tentzeno DIY - XL</i></u>	x	x	x	x	Earplugs (2x)	P	€163,-
<u><i>Outdoorsgeek</i></u>	x	x	x		Lantern	R	\$199,-
<u><i>CosyCamber Regular</i></u>	x	x	x	x	Tentlight	P	£120,-

<u><i>CosyCamber VIP</i></u>	x	x	x	x	Tentlight	P	£169,-
<u><i>TentenStunter Love</i></u>	x	x	x		Pump Seat (2x) Dry Sacks	P	€159,95

3 persons	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>Tentenzo Easy DIY</i></u>	x	x	x	x	Earplugs (3x)	P	€129,-
<u><i>Tentenzo DIY - XL</i></u>	x	x	x	x		R	€239,-
<u><i>Outdoorsgeek</i></u>	x	x	x		Flashlight	R	\$229,-
<u><i>CosyCamber</i></u>	x	x	x	x	Tentlight	P	£152,99

4 persons	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>Tentenzo Easy DIY</i></u>	x	x	x	x	Earplugs (4x)	P	€169,-
<u><i>Outdoorsgeek</i></u>	x	x	x		Flashlight	R	\$279,-
<u><i>CosyCamber Regular</i></u>	x	x	x	x	Tentlight (2x)	P	£175,99
<u><i>CosyCamber VIP</i></u>	x	x	x	x	Tentlight (2x)	P	£300,-

5 persons	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>Outdoorsgeek</i></u>	x	x	x		Flashlight	R	\$298,-

6 persons	Tent	Sleeping bag	Sleeping mat	Cushion	Extra's	Rental / Purchase	Price
<u><i>CosyCam</i></u> <i>per</i> <i>Regular</i>	x	x	x	x	Tentlight (3x)	P	£360,-