COMPETITIVE ANALYSIS

	Modscape	Exhabitat	Valley Workshop	CarbonLite	Ecoliv	Habitech	Ecoshelter	Archiblox	Westbuilt	Bella Casa
SUMMARY	Modscape is one of Australia's leading prefabricated home designers.	Ehabitat spaces have an extremely flexible design which can be tailored to specific environment and requirements.	Architecture-led practice using sustainable materials from local suppliers and intelligent passive design.	Specialising in climate-friendly energy designand passive house design.	Ecoliv buildings are sustainably designed modular homes which strike a balance between sustainability and comfort.	Habitech Systems provides modular housing options with a focus on price.	Ecoshelta is one of the most established modular home building and development firms in Australia.	Archiblox uses a third party construction partner. They focus on sustainable, energy-efficient homes.	Established for 30 years they are steel frame system and family owned business.	Bella Casa aims at the afordable home and social housing market
PRIMARY MARKET	NSW/VIC	VIC/NSW	TAS/VIC/NSW	VIC	VIC/NSW	VIC/NSW/QLD	TAS/VIC/NSW	NSW/VIC	QLD	QLD
URL	https://www.modscape.com.au/homes/	http://www.ehabitat.com.au/example-plans	https://www.valleyworkshop.com/	https://carbonlite.com.au/	https://ecoliv.com.au/modular-homes/	https://www.habitechsystems.com.au/	http://www.ecoshelta.com/	https://www.archiblox.com.au/	https://www.westbuilt.com.au/	https://www.mybellacasa.com.au/
TARGET CUSTOMERS	Custom designed homes	Custom designed homes	Custom designed homes	Custom designed homes	Custom designed homes	Afordable housing market	Custom designed homes	Custom designed homes	Custom designed homes	Custom designed homes
PRICING	$750k +	$200k +	$200k +	$200k +	$200K +	$150k+	$200K +	$200K +	$225k+	$150k+
OUR COMPETITIVE ADVANTAGE	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market	Most sustainable option on the market