

COMPETITOR ANALYSIS

VERTICALLY INTEGRATED SOLUTION

- ▶ Complete building system
- ▶ Repeatable and scalable
- ▶ Flexible

HIGHLY FRAGMENTED MARKET

- ▶ Incomplete solutions
- ▶ Disparate systems
- ▶ Multiple suppliers

PRE-FABRICATION/MODULAR LIMITED

- ▶ Logistically difficult
- ▶ Inflexible
- ▶ Compliance issues

