

**Organization: Camplus Iberica (Spain and Portugal)**

Camplus is the top housing provider for university students in Southern Europe: 8,000 beds in 13 Italian and Spanish cities. Camplus was founded to help off-campus university students find a home while studying. Our goal is to find the ideal solution for anyone who wants to feel at home during their stay: whether for study, work or travel. We are offering a place where students, young professionals and travellers can have that feeling of “home away from home”, even for a single night, and let their full personality emerge just like at home. Beautiful, safe places, each with their own distinctive character, where you will be met by teams ready to support and serve living communities.

**Project Title:** Market Scan analysis (Competitor Market, Real Estate)

**Project objectives:** Implement the project outcomes to study the regional market, competitors and to develop unique strategy for the Camplus

**Expected Outcomes:**

- Competitor Market analysis
- Recommendations to Camplus

**Deliverables:** Current Market Analysis overview report covering best market strategies examples. Recommendations for Camplus on aspects of the product to be developed.

**Is this project reoccurring?**

yes

**Would you like for this project to be delivered by more than one team?**

Yes

**Which sector is this project focused on?**

Hospitality and Leisure

**Which skills might be required for the successful delivery of your project?**

- Research-Qualitative and Quantitative
- Business and Entrepreneurship-Market research
- Data Analysis
- Soft skills - Spanish, Storytelling

**Can the project outcomes be shared with the public?**

Yes

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**SDGs related to this project: #4, 9, 11**

**Resources available to the team: <https://we.tl/t-vyyxFlnZh3>**

The link includes:

- Brochure Camplus Group and presentation of Camplus Spain
- Sample of internal Survey
- Sample of Market analysis (city of Valencia)
- Sample of Market research (city of Leon)

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