

PRODUCT DIFFERENTIATING

	BCP Pet Pal Carrier	Pet Pocket	Wicker Basket	Pet Carrier Bag	Booster Seat
Price	\$99.99	\$49.99	\$70.00	\$69.99	\$59.99
Bicycle					
Carrier Bag					
Auto					
Pet Safety	Excellent	Excellent	Good	Good	Good
Pet Comfort	Excellent	After long period time pet gets hot	Good	Good	Good
Capacity	30 lbs	20 lbs	20 lbs	20 lbs	20 lbs
Balance	Excellent	Good	Poor	Good	Good