

1. Competitive audit goal(s)

Compare their websites, compare their menu options.

2. Who are your key competitors? (Description)

Three key competitors are Itsudemo, Kai Zan and Sushiyoshi. Itsudemo is located in Finland's biggest cities, Kai Zan in Chicago, USA and Sushiyoshi in HongKong China. Itsudemo offers quite cheap sushi buffets, while Kai Zan is famous for Japanese food for quite fair budget, including sushi. Sushiyoshi is all about quality and of course sushi and it is the most expensive place when it comes to these three options.

3. What are the type and quality of competitors' products? (Description)

Itsudemo website has easy navigation, it is responsive and you can find all needed info about the restaurant. Drawback is that they don't have menu in their website.

KaiZan website has great UI, site is responsive, there are only needed info about restaurant and they have information about the food itself also.

Sushiyoshi has its own kind of minimalistic UI and navigation works well. It is also responsive. Downside is that menu is the smallest and not contain any info about the food.

4. How do competitors position themselves in the market? (Description)

Itsudemo positions itself as a great and cheap offer for many people. The variety of food is outstanding and the customers also like the offering.

KaiZan offers tasty bites of Japan which makes the customer come back again and again.

Sushiyoshi offers traditional high quality sushi with modern style.

5. How do competitors talk about themselves? (Description)



Part 2 - Competitive Audit Report

Google UX Design Certificate

Itsudemo wants to be informative, tempting but still brief enough. It wants to be friend for everyone.

KaiZan wants to be informative and quite brief.

Sushiyoshi wants to be informative, brief and still stylish.

6. Competitors' strengths (List)

They all have quite great UX&UI
If you want also something else than sushi, Kaizan is for you.
They all have responsive site.
They all have other needed features.
They all have consistent&clear brand identity among their sites.

7. Competitors' weaknesses (List)

Sushiyoshi is quite expensive.
Kaizan offers sushi and other japanese food.->small selection on sushi.
They all should consider more accessibility.
Sushiyoshi has less options in their menu than others.
Itsudemo has no description of food.

8. Gaps (List)

Accessibility
Order and delivery.

9. Opportunities (List)



Part 2 - Competitive Audit Report

Google UX Design Certificate

Improve the accessibility.

Make it possible to place an order and get it to customer.

