Competitive Analysis

Candy King Inc

Brief History: Candy King Inc was inspired by the many varieties in candies/beverages of the owner's multicultural roots that encompasses an American, Russian, Bulgarian, and German background. With over 30 different ice creams, cream sodas, and candies, he created this shop with the passion of filling it high quality sweets and a place for children and family to have a great time.

In-Store Features: You can find many types of candies, ice creams, and cream sodas from wall to wall of the store. Products are categorized by types and brands. It also has a Candy King Throne which is perfect for customers to drop by and have a mini photoshoot. The owner even prepares props for his customers!

Pain Points: Some arrangement of products could use some improvements and to make it a bit more unique. Signs could be better produced than handwritten ones. The website could definitely could use some improvements when it comes visuals and styles. There are images on top of each that makes it look sloppy and non-appealing to the user. Info accessibility is not that great either. Images could be organized better in terms of uniformity and placement.

laptop to mobile is not too great. It looks better on the mobile than it does on the laptop. The website's main purpose is to informative. You cannot view prices and products nor shop online. The only features they have are a picture gallery of some products and the store, contact page, and about page.

Up-to-Date Products and Prices	✓
Aesthetics	✓
Location/Hours/Contact Info	✓✓✓
Page Loading Time	✓✓✓✓
Information Findability	✓✓✓
Mobile Optimization	✓✓✓
Social Media Integration	✓✓✓
Store/Website Matching Ambience	✓✓✓

Summary: Candy King Inc has no direct competition in Pleasanton, CA. This is the only candy shop in that city and is very welcomed by its locals and customers from other cities as well. Surrounding Candy King Inc, there are many popular indirect competitors such as Gourmet Works of Pleasanton, See's Candies, and Nuubia Chocolates.

Gourmet Works of Pleasanton

Website: The website for Gourmet Works of Pleasanton is very aesthetic, elegant, and stylish. Everything is displayed in a clean, user-friendly format. With just the visuals, it definitely makes it hard not to browse through and make a purchase. Apart from the visuals, the written content needs some proofreading.

Theme Colors:

Content

Accurate Information	✓✓✓✓
Up-to-Date Products and Prices	✓✓
Aesthetics	✓✓✓✓✓
Location and Hours	✓✓✓✓✓
Contact Info	✓✓✓✓✓

Technical Features

Social Media Integration	✓✓✓
Shopping platforms	✓✓
Login Credentials	✓✓✓

User Experience

Page Loading Time	✓✓✓✓✓
Information Findability	✓✓✓✓✓
Mobile Optimization	✓✓✓✓

User Interface

Approachability	✓✓✓✓✓
Store/Website Matching Ambience	✓✓✓✓✓

Competitive Analysis
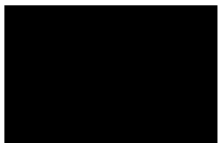
See's Candies

Website: The website is structured very professionally and organized. The user has no problem browsing the different products plus chocolate bundles. The vibe is very old school and traditional which fits well with the history of the 100-year-old store. Overall, there are no bad features. It has everything a website should have.

Theme Colors:

Content

Accurate Information	✓✓✓✓
Up-to-Date Products and Prices	✓✓✓✓
Aesthetics	✓✓✓✓
Location and Hours	✓✓✓✓
Contact Info	✓✓✓✓

Technical Features

Social Media Integration	✓✓✓✓
Shopping platforms	✓✓✓✓
Login Credentials	✓✓✓✓

User Experience

Page Loading Time	✓✓✓✓
Information Findability	✓✓✓✓
Mobile Optimization	✓✓✓✓

User Interface

Approachability	✓✓✓✓
Store/Website Matching Ambience	✓✓✓✓

Competitive Analysis

* This store is temporarily closed due to COVID, so products are not displayed online.

Nuubia Chocolates

Website: Their website has a very interesting layout. As you scroll down the website, you find multiple different sections related to the store, but each session has their own aesthetics that does not go with one another. The header of the website could be organized better because it seems like a lot is going on at the top right corner of the page. There is no uniformity when it comes to the color and style of the header.

Theme Colors:

Content

Accurate Information	✓✓✓✓
Up-to-Date Products and Prices	✓✓
Aesthetics	✓✓✓
Location and Hours	✓✓✓✓
Contact Info	✓✓✓✓

Technical Features

Social Media Integration	✓✓✓
Shopping platforms	✓✓
Login Credentials	✓✓✓

User Experience

Page Loading Time	✓✓✓✓
Information Findability	✓✓✓✓
Mobile Optimization	✓✓✓✓

User Interface

Approachability	✓✓✓✓
Store/Website Matching Ambience	✓✓✓