

COMPETITIVE ANALYSIS

Competitive Analysis

A competitive analysis outlines the strengths and weaknesses of your competitors compared to those of your own business.

It's an essential tactic for finding out what your competitors are doing and what kind of threat they present to your company's success.

Process of Competitive Analysis

1. Start with a competitor overview
2. Conduct market research to uncover customer personas and industry trends
3. Compare product features in a feature comparison matrix
4. Summarize your strengths and weaknesses with a SWOT analysis
5. Show where you fit in the competitive landscape

1. Start with a competitor overview

- The company's revenue and market share
- The company's size and information about their management team
- A broad description of the company's strengths and weaknesses
- An overview of how the company is perceived by customers

Finding your competitors

About 1,020,000,000 results (0.53 seconds)

Mobile banking - Wikipedia

https://en.wikipedia.org/wiki/Mobile_banking ▼

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile ...

[History](#) · [A mobile banking ...](#) · [Mobile banking services](#) · [Challenges for a mobile ...](#)

The Mobile Bank — N26 Spain

<https://n26.com/en-es> ▼

The N26 **bank** account and Mastercard. ... Use the N26 Mastercard to withdraw cash in Euros from any ATM up to five times per month for free. ... Get a push notification immediately after all account activity including card payments, ATM withdrawals, direct debits and transfers to stay up to ...

Mobile Banking imaginBank | imaginBank

https://www.imaginbank.com/home_en.html ▼

Discover imaginBank: the **bank** where everything begins and ends in your smartphone. A **bank** without commissions and full of discounts.

[Sign up for mobile banking ...](#) · [FAQs](#) · [Contact us](#) · [Withdraw cash for free in ...](#)

The screenshot shows a LinkedIn profile for N26. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. The left sidebar contains navigation links: Home, About, Life, Jobs, People, Insights (marked as PREMIUM), and Ads. The main feed area shows a post from N26 with 90,800 followers, dated 2 days ago. The post is titled "Reach decision makers" and includes a "Go to Sales Nav" button. To the right of the main feed, there is a "Similar pages" section, which is highlighted with a red border. This section lists three banks: Revolut (Financial Services, Following), Monzo Bank (Banking, + Follow), and Starling Bank (Banking, + Follow). A "Show more" link is at the bottom of this section.

Home

Search

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Home

About

Life

Jobs

People

Insights PREMIUM

Ads

278 • 3 Comments

Like Comment Share

Reach decision makers

Find the right people, get insights, engage buyers

Go to Sales Nav

N26

90,800 followers

2d •

+ Follow

Our Campus Ambassadors Program is for passionate university students across #N26 markets. Are you looking to join a global community of students being rewarded for helping us grow the bank the world loves to use at their sc ...see more

Similar pages

Revolut

Financial Services

✓ Following

2 company alumni

Monzo Bank

Banking

+ Follow

Starling Bank

Banking

+ Follow

Show more

COMPETITIVE RESEARCH

05

K-Flex

K-Flex is the most popular HR solution at the moment. It is highly established and lauded as an effective solution. Its success continues to be driven by brand recognition and its ability to bill highly for meetings and consultations prior to any contracted services.

Running: 12 years

CEO: Branson Tieg

Size: 300-500

Revenue: \$66M - \$83M

Vann Systems

Vann Systems is similar to Momentum because it is software designed to shape various workplace processes. It is a tracking tool, registration tool, interaction tool and more. However, it does not have the freedom to create new, custom implementations the way our users can. As a software, it is the best on the market.

Running: 7 years

CEO: Veronica Zazz

Size: 90-150

Revenue: \$24M - \$35M

Telux

Telux is specifically intended to improve communication. While it does not factor in as a direct competitor to Momentum, the service aligns with the needs of HR employees. At times, due to its ease of implementation, it is seen as a valid alternative to Momentum and Vann Systems.

Running: 4 years

CEO: Kelson Founder

Size: 30-70

Revenue: \$12M - \$18M

2. Conduct market research to uncover customer personas and industry trends

You can conduct primary market research, with:

- Customer interviews
- Online surveys or questionnaires
- In-person focus groups
- Purchasing a competitor product to study packaging and delivery experience

Or secondary market research, by:

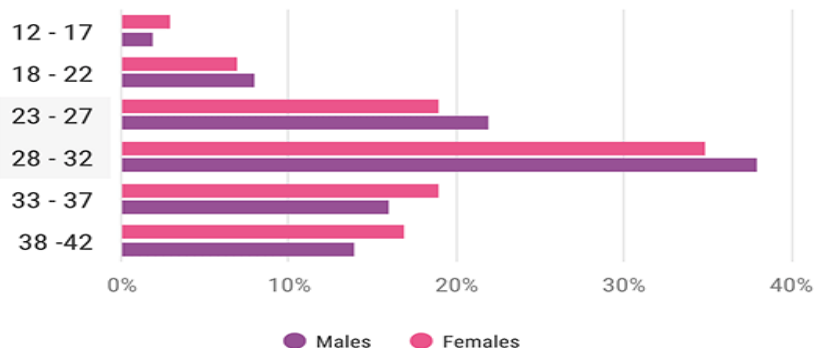
- Reading company records
- Examining the current economic conditions
- Researching relevant technological developments

Market Segmentation

Consumer Profile Report



Consumer Age Groups



Primary consumers are males and females between ages 23-32.

Primary consumer lifestyle and behaviour:



Consumers ages 23-27 have an average annual income of \$49,000.

53% live with parents

24% live alone without a partner or dependents

42% rent living space instead of owning property

36% claim to care about social issues

12% claim to be very socially or politically active/concerned

15% are pursuing a postgraduate degree



Consumers ages 28-32 have an average annual income of \$62,000.

34% live at home with parents

32% live with a partner or dependents

34% rent living space instead of owning property

26% claim to care about social issues

8% claim to be very socially or politically active/concerned

12% are pursuing a postgraduate degree



CUSTOMER SEGMENTATION

There are 2 ideal buyer personas that we have chosen to target, supported by current customer history and market research. We have identified them by geographic, psychographic, behavioural and demographic qualities.



JOHN KENSIGNTON

VP of Business Development

Geography

Lives in an upscale, highly-urban area, with a mortgage on a two-storey condominium unit, in a tower.

Demography

John is 36-years old, caucasian, male and highly educated. Earns upwards of \$160,000 annually and owns a vehicle but chooses to commute via public transit. Owns a summer cottage. Is married and owns a large dog.

Psychography

Likes to stay active to keep the mind and body sharp. Sees exercising as a way to optimize productivity in the workplace, maintain high energy levels. Is highly metric driven due to marketing background. Likes tech that provides him with reports and feedback, which makes tracking progress easy.



MARIA ACUNA

Marketing Executive

Geography

Lives in an upscale, residential suburb, very close to the city core. The homes are valued at \$1.7M-\$2.8M

Demography

Maria is 32-years old, latin, female and highly educated. Earns upwards of \$160,000 annually and owns a vehicle valued at \$82,000 or more. Is married and has one child aged 0-3 years.

Psychography

Likes to stay active and in shape. Exercise is a source of stress-relief, provides focus, maintains high energy levels and drives creativity. Participates as a board member for a non-profit organization of a cause important to her. Influential figure, influencer, empowered visible minority and industry leader

INDUSTRY TRENDS

Technological Disruptors in 2022

1 = least disruptive
5 = most disruptive



Drone Technology



Autonomous Vehicles



Cybersecurity



Internet of Things



Blockchain



3-D Printing






Reassess, rebalance, and redevelop. Real estate investors face the growing challenge of finding good deals. Capital is plentiful and pushes up prices on the best opportunities, so many people plan to focus on improving, redeveloping, or selling assets rather than simply buying. Across the industry, investors are looking to optimize portfolios to produce stronger yields.

3. Compare product features in a feature comparison matrix

In addition to specific product features, here are some attributes that you might include in a feature comparison matrix:

- Price
- Service
- Product quality
- Number of features
- Ease of use
- Warranties
- Customer support
- Brand/style/image

COMPETITION

	The Light Beam	The Diamond	BedVannet Hotels	Zelda Gate
Established				
High-Scale				
Amenities				
Space				



VALUE TO USER



	MINT	FINANCE SOFTWARE	ONLINE BANKING	FINANCE SOCIAL NETWORK
EASE OF USE	Easily tracks and logs data from multiple sites.	Steep learning curves; UI cluttered with excessive features	Inconsistent layout, difficult to aggregate other sites	Intuitive interfaces: simplified features
COSTS	Free to use; automated billing and categorization.	Required initial investment and update fees	Integrated with bank account and bill pay	Users must contribute to add value
BENEFITS	Saves time, saves money.	Powerful feature set for keeping finances organized	International presence; strong advertiser network, existing users	Low quality user-generated advice

4. Summarize your strengths and weaknesses in a SWOT analysis

Here are some questions to kickstart your SWOT analysis:

- **Strengths:** What are we doing really well (in terms of marketing, products, sales, branding, technology, etc.)?
- **Weaknesses:** What are we struggling with? What's holding us back?
- **Opportunities:** What's the weakest area for our biggest competitor? Are there any gaps in the market that aren't current being addressed? What has recently changed in our business or the market?
- **Threats:** What is our biggest competitor doing much better than us? What new products/features are they working on? What problems aren't we currently addressing?

SWOT ANALYSIS

STRENGTHS

- Same Day Delivery within the city
- Urban core has 1 hour delivery
- High-quality foods
- 200+ Drivers
- Trusted and high exposure

WEAKNESSES

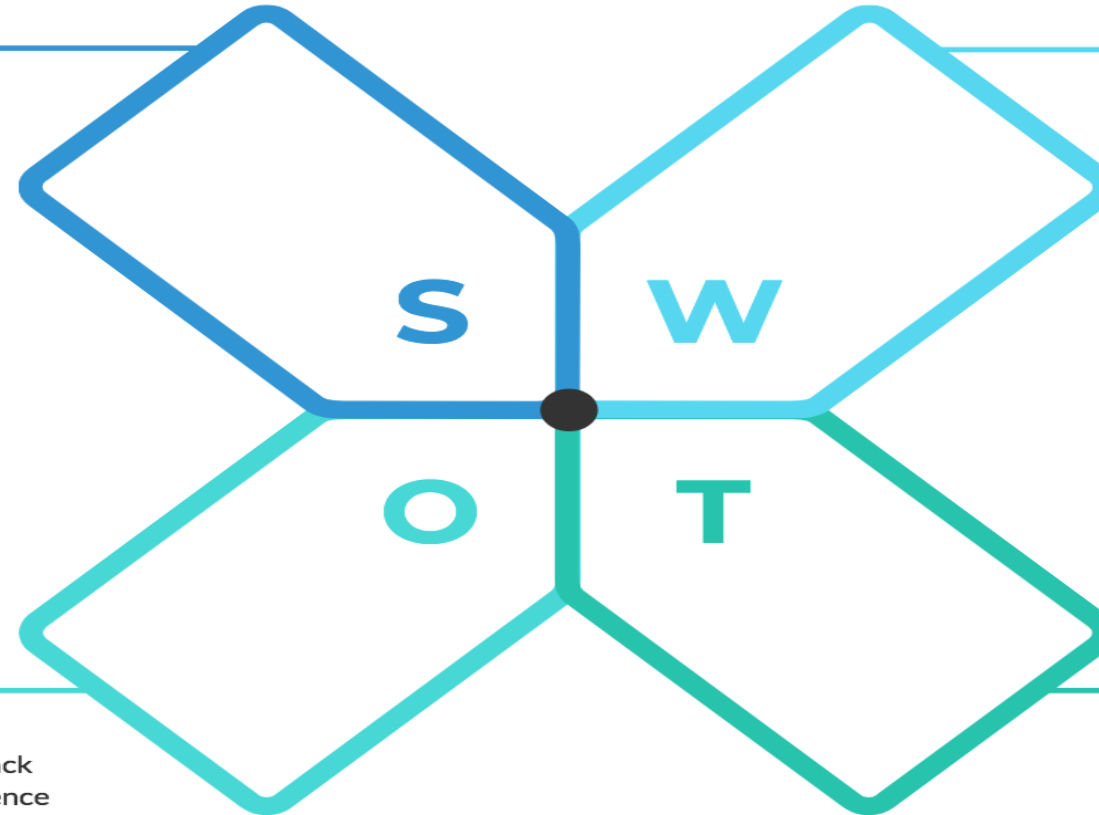
- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger audience
- Poorly optimized SEO

OPPORTUNITIES

- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target audience
- SEO focus can help drive a great amount of traffic and improve online rankings in a short span of time

THREATS

- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review





A SWOT ANALYSIS: East Coast Boxing



YOUR STRENGTHS

- A historical boxing gym that has trained a dozen champions across weight classes.
- Strong brand recognition, a legacy and positive attitudes.
- A well-developed set of training programs for beginners, intermediate boxers, and even professionals



YOUR WEAKNESSES

- You've been typecast as an 'old school' boxing gym.
- You don't market your progressive, open brand values enough.
- You only have two physical locations in New York City, and both offer very distinct experiences.
- You don't have a customer loyalty program in place



YOUR OPPORTUNITIES

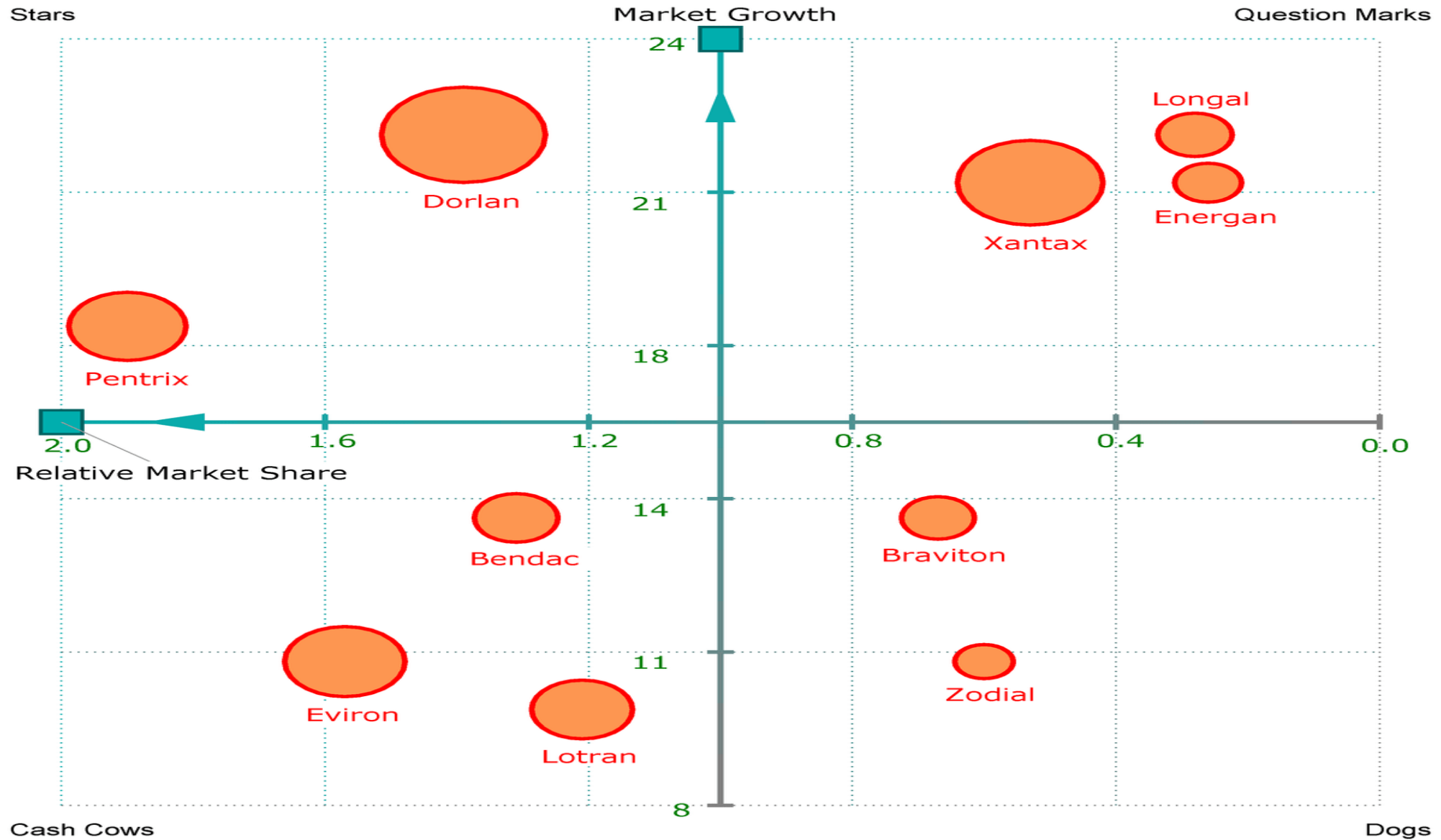
- You can easily scale up a number of processes in this organization.
- You have room to hire a new staff members to help revitalize the brand.
- Profit margins can easily be expanded.



YOUR THREATS

- Identity crisis: Are you a boxing gym or a fitness gym with the spirit of boxing? You need to understand your user base and shift accordingly.
- You lack online interactive capacities that competitors are highly adept at.

5. Show where you fit in the competitive landscape



Aanalysis of marketing strategy and social media strategy

FREQUENCY OF POSTING IN SOCIAL MEDIA (IN THE LAST YEAR)

	Facebook	Twitter + (total)	LinkedIn	YouTube	Google +	Otra
Company 1	n/a	4-6 times per week (1561)	4-5 times a month	2 total videos	n/a	n/a
Company 2	2-3 times a month	Once a month (65)	2 times a month	n/a	n/a	n/a
Company 3	1-2 times a month	3-5 times a day (295)	n/a	n/a	n/a	n/a
Company 4	5-6 times a month	4-5 times a month (3129)	2-3 times a week	n/a	n/a	n/a
Company 5	n/a	n/a	n/a	n/a	n/a	n/a
Company 6	Page is not accessible	Low (23 tweets since 2010)	They don't post	3 videos since 2015	No posts	n/a
Company 7	1 time per week	3-5 times per week (663)	Once per week	3-4 videos per year	n/a	n/a
Company 8	Once every 2 months	2-4 times per month (228)	They don't post	n/a	n/a	n/a
Company 9	3-5 times a month	1-4 times per month (10.1 K)	It's been 5 months since last post	It's been 2 years since last video	n/a	254 total (Insta
Company 10	n/a	n/a	n/a	n/a	n/a	n/a



Kids Games (Ages 2–8)



Kids Games (Ages 2–8)



Description of customer ratings of the features of each competitor

28 people found this helpful

Helpful

| Report abuse



Ram



Rubbing machine is required

Reviewed in India on 27 March 2019

Design: Rubbing Compound | **Verified Purchase**

Very good in quantity but bad in quality. It is useful for Jupiter, activa, and for some old bikes which doesn't have any shine on them.

If we use it for car rubbing machine is must

21 people found this helpful

Helpful

| Report abuse



Kapil P.



Will do more harm than good on a new vehicle.

Reviewed in India on 19 October 2020

Design: Rubbing Compound | **Verified Purchase**

The rubbing compound have very very tiny Granules which are like sand to touch... When you rub them to the car body paint it will do more harm than good. Do not use it if you are going to apply on a new vehicle which still has its mirror like paint finish it will make the shine go away. You can use it on old cars like 7 year old or more.. I have a new car which is just 2 year and I repend using this on that car..

8 people found this helpful

THANK YOU