

1. Competitive audit goal(s)

Compare the user's ordering experience in the competitor's app

2. Who are your key competitors? (Description)

Kingdom Florist is a florist that serves high-end customers and known for its state-of-art bouquet. The Kingdom florist known for its premium service for the customer.

Another competitor of Fantasy florist is the Secret Garden, which is a gardening store that sells various flowers both to be use for planting purpose or cut flowers for decoration. The secret garden is famous with its customer service and chain store in various places.

Kingdom florist is the direct competitor for Fantasy Florist. Meanwhile, the secret garden is the indirect competitor for Fantasy florist

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

Kingdom florist's app provide a stunning visual with gold and black as its main color themes because its brand image as a luxury florist. It lets user to pick various kind of flowers, accessories, bouquet and offered a wide range of payment type. However, since Kingdom florist focus on the quality of the flowers, the user could not order in a large quantity. The app also does not provide any audio accessibility feature.

On the other hand, Secret Garden's apps is more simple but has many options of product from flowers, plants, to gardening tools. However, the flower options are limited because they focus on many aspects of gardening. The application does not provide option for delivery type so there is no express delivery and the user need to input the detailed address with no GPS position offered every time they want to order.

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

Kingdom florist position themselves as "Premium Flower for Special Event". Kingdom florist offers one-of-a-kind-bouquet as its specialty products that designed by their famous flower arrangement artist. Its apps famous for providing rare flowers and unique bouquet options for the user as well as options for express delivery service.

Secret Garden focus on the image as "Gardening for everyone". They offer a wide range of flowers, plants, and gardening tools and provide a workshop for flower planting as well as flower arrangements. Their apps is leaning towards providing large quantity and options of products including the flowers.

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



Kingdom florist “Premium Flower for Special Event” claim to be able to create a limited edition of bouquet for each event that could be delivered everywhere with express delivery. They emphasize the app’s options to search and filter various kind of flowers and tracking the order within the apps.

Secret Garden’s provide a simple visual with easy navigation in the application so it’s user friendly even for elderly. They focus on offering many gardening products with the support of their offline customer service.

6. Competitors’ strengths (List)

Kingdom Florist’s strengths

- Offering wide variety of flowers
- Provide information of the products in details
- Enable to save delivery address and payment details
- Ensuring a high quality standard of the flower

Secret Garden’s strength

- Enable to order in a bulk (large amount)
- Apps has simple design and easy navigation
- Have wide range of complimentary products besides flower
- Provide an excellent customer service

7. Competitors’ weaknesses (List)

Kingdom Florist’s weakness

- Offering large quantity order
- Creating non-premium cost
- Adding accessibility feature

Secret Garden’s strength

- Offering variety of flower types offered
- Adding express delivery option
- Improve details filling for delivery and payment section

8. Gaps (List)

There are several gaps that the competitor does not provide

- Competitor has limited accessibility features
- Competitor has no optional language except English
- Competitor has limited loyalty program within the apps



9. Opportunities (List)

- Offering more diverse accessibility features such as audio and speech-to-text
- Add more language options in the app
- Create a loyalty program within the apps

