### Goal:To identify and analyze the competitors. 1. Competitive audit goal(s)

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| Compare the purchasing experience of each competitor’s app as a new user and a returning user. |

### 2. Who are your key competitors? (Description)

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| Eat App ,Wisely and Resy are three of the major applications for seat reservation in hotels. |

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

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| Eat App is a cloud-based, cross-platform (you can use it on iPads, Desktops, and mobile phones), and a simple-to-use [restaurant reservation system](https://restaurant.eatapp.co/restaurant-reservation-software).  Resy offers a waitlist and restaurant reservation system with mobile booking, POS integration, table management features.  Wisely is an operations and marketing system that includes reservations, waitlist, marketing features, table management and more. |

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

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| Eat App offers a system that is the easiest way to take online reservations without the headache of expensive software and complicated pricing structures.This efficient system also helps restaurants with flexible and powerful shift management, credit card hold for reducing no-shows, [restaurant automation](https://restaurant.eatapp.co/automation), iOS and Android manager apps for on-the-fly management, as well as cross-restaurant data sync if you have multiple branches or operate as a group.  Resy offers a waitlist and restaurant reservation system with mobile booking, POS integration, table management features.Like other full featured systems, it lets you create a custom floor plan including bar seats, dining room and patio for examples. Guests can cancel or confirm through text and even inform you they’re running late.Upon purchase, the software will also let you share guest notes and preferences across all your restaurants on as many devices as you’d prefer.  Wisely is a simple to use application that can be easily customized. |

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

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| **Eat App markets itself as an effective, simple to use ,cloud based website to reserve seats in hotels for dining and special events.**  **Resy markets itself as the best restaurant reservation application.Through the Resy mobile app, every guest writes their own details, shares birthdays and indicates food restrictions and allergiesResy restaurant booking also directly integrates with Facebook, Trip Advisor, Airbnb and other channels to help people discover and connect with your restaurant.**  Wisely bills itself as an operations and marketing system that includes reservations, waitlist, marketing features, table management and more. |

**6. Competitors’ strengths** (List)

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| Eat app strength include  1. Visually appealing design.  2. Smooth flow of process.  3.It is cloud based.  4. Its simple to use.  Resy’s strengths include:  1Visually appealing design  2. Can be customized easily.  3.**Through the Resy mobile app, every guest writes their own details, shares birthdays and indicates food restrictions and allergies.** Wiselys strength include:  1. Visually appealing design.  2. Smooth flow of process |

**7. Competitors’ weaknesses** (List)

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| All the three applications are used for seat reservation in mid-sized to large restaurants only. It is not used for events reservation in Street food vendor stalls. |

**8. Gaps** (List)

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| 1.Both Eat app, Wisely and resy dont give enough discounts for the users.  2.They don’t provide voice over for guiding visually impaired people. |

**9. Opportunities** (List)

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| Some opportunities include:   1. Provide more discounts for customers. 2. Provide audio instructions for guiding visually impaired users. |