

# Competitors

## Direct Competitors:

- John's Caffe
- Ralph's Pizzeria
- Brooklyn Square

## Indirect Competitors:

- Papa Johns

# Competitive Analysis

	<u>J&amp;L Pizza(Our Brand)</u>	<u>John's Caffe</u>	<u>Ralph's Pizzeria</u>	<u>Brooklyn Square</u>	<u>Papa Johns</u>
Archetype	Sage	Lover-Warm, elegant care for you	Ruler-deep colors, we know pizza.	Ruler-bold, dark colors, in charge	Explorer-Bold, deep green, tries new things
Reciprocity	Coupon for a free app for the first order	None	None	None	Loyalty Program and coupons all over the site
Social Proof	A new school pizzeria that has old school flavors	A loving mom & pop caffe/pizzeria that serves its community	A great old school pizzeria	Great pizzeria that brings NY flair to NJ	Affordable pizza for people who don't have a lot to spend
Scarcity	Delivery but a small delivery radius	Delivers but has a small delivery radius	No delivery only take out	Delivery but a small delivery radius.	Can order anytime and any place
Consistency	Very consistent in quality	Good mom and pop pizzeria	Very consistent in quality	Very consistent in quality	Consistent but not the best.
Authority	Variety of pizzas, done amazingly	Many different types of pie and quality is good	Classic pies that are amazing	Variety of pizzas, done amazingly.	Any type of pizza or apps but quality isn't there
Liking	Known state wide for their pizza	Known in the local community	Known state wide for their pizza	Really well liked in community	Consistent option for fast food pizza

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Pricing (Affordability)	8	6	5	4	10
Product Quality	7.5	6.5	8	7	4
Menu Variability	9	8	5	6	10
Promotions	6	2	2	2	8
Reputation	5	7	9	9	5

# Target Audience

	<b><u>J&amp;L Pizza (Our Brand)</u></b>	<b><u>John's Caffe</u></b>	<b><u>Ralph's Pizzeria</u></b>	<b><u>Brooklyn Square</u></b>	<b><u>Papa Johns</u></b>
Target Audience	A person who wants exceptional pizza, how they want it, and everyone can enjoy.	A person who is looking for good pizza, want different options, and not breaking their budget.	A person who is looking for "traditional" pizza which quality is over everything.	A person is who looking for higher end pizza and who has the money to enjoy exactly what they want.	A person who is looking for affordability above all, can get it anywhere, and will have the same quality every time.