Competitive audit Compare the purchasing experience with different cuisine of

	Competitor type (direct or indirect)	Location(s)	Product offering
Pecko Pecko	direct	Taichung, Taiwan	low GI healthy food
CHICK CHICK	direct	Taichung, Taiwan	low GI healthy food
Tunghai Rib	indirect	Taichung, Taiwan	variety of toppings for rice

each competitor

General information			
Price ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**
$$$	https://www.facebook.com/peckopecko222/	small	people who work in an office with enough lunch time
$$	https://www.facebook.com/pages/category/Health-Food-Restaurant/CHICK-CHICK-%E8%AB%8B%E5%97%91%E9%A4%90%E7%9B%92-	small	people who work in an office with enough lunch time
$	https://m.facebook.com/profile.php?id=217437811603550&tsid&slog=9&seq=409061518&rk=0&fbtype=274	medium	working adults or students with no enough time to eat

Unique value proposition	Desktop website experience	First imp
offer a variety of low GI dishes all day	**Outstanding** + Website is well-designed and easy to use + Elegant design with strong branding	
offer a variety of low GI dishes at noon	**Good** + Modern design - No menu offering	
offer different set of rib with lower price	**Okay** + Website is easy to use - Lack of design	

ressions	
App or mobile website experience	**Features**
Outstanding + App is well-designed and easy to use + Smooth offering process	**Outstanding** + One-click payment for mobile phone + Loyalty reward program
Good + App is easy to use for order - Limited offerings in app	**Outstanding** + One-click payment for mobile phone + Ability to create user profile
Needs work - No app for mobile order just calling	**Good** + Offer extra toppings for returned users - Lack of other useful features

Interaction	
Accessibility	**User flow**
Good + Audio option for menu - Lack of other language except Chinese	**Outstanding** + Straightforward user fiow + Memorable order
Good + Audio option for menu - Lack of other language except Chinese	**Good** + Straightforward user fiow - Not memorable
Needs work - lack of audio option for menu - Lack of other language except Chinese	**Good** + Easy to use for users - Not memorable

	Visual design	
Navigation	**Brand identity**	
Good + Easy basic navigation + Clear indication of clickable elements	**Outstanding** + Strong brand identity including colors, fonts, style, and imagery + Visual design communicates company ethos	
Good + Easy basic navigation + Clear indication of clickable elements	**Outstanding** + Strong brand identity including colors, fonts, style, and imagery + Visual design communicates company ethos	
Good + Easy basic navigation + Clear indication of clickable elements	**Good** + Visual design communicates company ethos - Visual design doesn't always support content intuitively	

Content	
Tone	**Descriptiveness**
Sophisticated and informative	**Outstanding** + All key info is present
Engaging, concise, and informative	**Good** + All key info is present - Lack of menu on website
Simple and informative	**Needs work** - Too brief at times - Missing information