Competitive Analysis

Reservation apps:
TableOnline, Quandoo, DinnerBooking

Reservation apps are our main competition, and there are already many applications that serve the same purpose as ours. What I personally think is our best approach, is horizontal expansion, allowing the application to have other services and functions as well. Reservation apps are quite niche, usually focused on restaurants. TableOnline does offer reservations for things like saunas as well.

An important feature that can be used from other reservation applications, is the comments feature. Implementing this in our application should be a high priority.

Food delivery apps:
Wolt, Foodora, etc

These applications allow customers to order both food and order supplies from registered "Merchant partners" (Wolt). In our application they serve a similar role to business users. The registration process begins by signing a form on the website, which contains the basic information of the company. A similar form could be used in our application for registering business users.

Our application does not compete directly with food delivery apps. Even if we implement food delivery, our app will offer different services as well (reservations), which will give us an edge over the competition, due to having broader services.

Combining multiple services into one platform reduces the need for multiple applications, which will improve user convenience and make the app more inviting to users.