

## Part 2 - Competitive Audit Report

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### 1. Competitive audit goal(s)

Understanding the strengths and weaknesses of each competitor

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

Tynker, Coursera, YouTube

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

Coursera offers so many courses in a lot of fields with professional form

Tynker is a programming language for learning kids

YouTube offers online video sharing and social media platform

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

Coursera is the best learning platform in the world

YouTube number one video-sharing and social media platform

Tynker provides a unique value

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

Coursera: Learn new job skills in online courses from industry leaders like Google, IBM, & Meta

YouTube: Share videos with friends, family, and other users around the world

Tynker: is the world's leading 12 creative coding platform, enabling students of all ages to learn to code at home, school, and on the go

### 6. Competitors' strengths (List)

Coursera

- So many courses
- Financial aid
- Perfect user flow

YouTube

- Videos and courses all over the world and in all languages

Tynker

- Simple and easy to learn

### 7. Competitors' weaknesses (List)

Coursera

- The app is not the same as the website

YouTube

- It is not primarily a course and education platform

Tynker

- There is no education in an organized and simplified manner like other courses. Education is only through practice and making games

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### 8. Gaps (List)

There is no simple and easy explanation method for teaching children

### 9. Opportunities (List)

Providing programming courses in a simple, easy, fun, and enjoyable way for children and providing many ways of presenting content, whether video, pictures or writing.