### 1. Competitive audit goal(s)

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| Understanding the strengths and weaknesses of each competitor |

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

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| Tynker, Coursera, YouTube |

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

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| 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)

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| Coursera is the best learning platform in the word  YouTube number one video-sharing and social media platform  Tynker provides a unique value |

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

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| 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)

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| 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)

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| 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 |

**8. Gaps** (List)

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| There is no simple and easy explanation method for teaching children |

**9. Opportunities** (List)

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| 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. |