### 1. Competitive audit goal(s)

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| The goal of the competitive audit for our coffee shop is to thoroughly analyze and assess the strategies, strengths, weaknesses, and market positioning of our direct and indirect competitors in order to identify key areas for improvement and develop effective strategies to differentiate ourselves, increase our market share, and enhance our overall competitiveness in the local coffee industry. |

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

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| Local Independent Coffee Shops: Other independent coffee shops in your area that offer a similar range of products and services can be direct competitors |

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

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| Coffee, cookies. |

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

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| Competitors position themselves in the market through strategies such as: Price positioning - offering competitive prices or promotions. Quality and premium positioning  - emphasizing superior ingredients and brewing methods. Convenience and accessibility positioning  - focusing on multiple locations, drive-thru services, or mobile apps. Specialty or niche positioning  - catering to specific preferences or dietary needs. Atmosphere and experience positioning - creating unique and inviting spaces. Sustainable and ethical positioning  - prioritizing environmental and social responsibility. Technology and innovation positioning - leveraging advancements for convenience and personalized experiences. |

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

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| **Competitors communicate about themselves through advertising, branding, websites, social media, packaging, and customer testimonials. They emphasize their strengths, unique features, and value propositions to create a positive brand image and engage with customers. Through various channels, competitors strive to differentiate themselves and highlight their key messages, such as quality, affordability, convenience, sustainability, or customer satisfaction. By analyzing their communication strategies, businesses can gain insights to refine their own messaging and effectively communicate their unique value proposition to target customers.** |

**6. Competitors’ strengths** (List)

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| Competitors possess strengths such as established brand recognition, extensive product offerings, high quality and consistency, efficient operations, strong distribution networks, innovation, customer engagement, economies of scale, and specialized expertise. Understanding their strengths helps identify areas for differentiation and developing effective strategies. |

**7. Competitors’ weaknesses** (List)

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| Competitors may have weaknesses such as limited geographic presence, lack of differentiation, inconsistent quality, slow processes, weak brand recognition, limited product range, lack of innovation, poor customer service, and dependency on external factors. Identifying their weaknesses allows businesses to capitalize on those areas and develop strategies to gain a competitive advantage. |

**8. Gaps** (List)

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| Identify gaps in competitors' product offerings, target audience, pricing, customer experience, branding, online presence, innovation, sustainability, partnerships, and customer engagement. By filling these gaps, your business can provide unique value and gain a competitive edge. |

**9. Opportunities** (List)

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| Identify opportunities in market expansion, product/service enhancement, emerging trends, differentiation, partnerships, digital marketing, customer experience innovation, international expansion, sustainability, and customer loyalty programs. By leveraging these opportunities, your business can achieve growth and stay ahead of the competition. |