

# Part 2 - Competitive Audit Report

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## 1. Competitive audit goal(s)

Compare the purchasing experience of each competitor's app as a new user and a returning user.

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

BIBA  
LIBAS  
FBB  
MAX

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

BIBA :Affordable ladies fashion with good and premium quality  
LIBAS:One stop destination for ladies wear,premium quality  
FBB:India's fashion hub containing men,women and children wear,average quality  
MAX:Western fashion for all age groups,good quality

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

BIBA:large company and reputed in India  
LIBAS:A MNC well known for ethnic wear in India and known worldwide for it's quality and designs  
FBB: Budget friendly brand for all age groups and gender  
MAX: Budget friendly and both for Indian and western wear.

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



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BIBA:MEDIUM ENTERPRISE  
LIBAS:LARGE ENTERPRISE  
FBB:LARGE ENTERPRISE  
MAX:LARGE ENTERPRISE

## 6. Competitors' strengths (List)

BIBA:Beautiful and unique designs  
LIBAS:International level standards  
FBB: Strong brand identity because of unique colors and price range  
MAX: Sports wear,casual wear,formals all available under one roof

## 7. Competitors' weaknesses (List)

BIBA:Very expensive for common public  
LIBAS: Duplicates are present in local market  
FBB:Visual Designs very common  
MAX:Quality not always good

## 8. Gaps (List)

BIBA:Between price and product many companies are delivering same in lesser amount  
LIBAS:Local market is making gap between customer and product  
FBB;Strong branding can increase value of company  
MAX:Quality and price mismatch

## 9. Opportunities (List)

BIBA:Making more stores across India  
LIBAS:Making their designs more secret and making it less available to increase craze among public.  
FBB:Online branding can be increased because already there is lot of market va  
MAX:Availability no shortage



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