

# Competitive audit report - Mobile food ordering app for a high-end restaurant

**Goal: Comparison of the ordering and table reservation experience of each competitor's mobile app.**

## **Key Competitors**

Our key competitors are the Hayaat restaurant's website and Swiggiy and Zomato, India's leading food delivery services. The Hayaat restaurant's website is the direct competitor, and Swiggiy and Zomato are indirect competitors of Sarvasva's ordering app who provide food delivery services from various restaurants.

## **Type & quality of competitors' products**

Hayaat restaurants have no dedicated application available; they only have a website. They provide remote food ordering, table reservation, and delivery for limited dishes in dining. They also offer online booking for rooms, Special events, and a good feedback system. In the dining section the website provides very limited features in the dining section, only contact details and menu cards without pictures of dishes. The website has a part to reserve tables. The website has options to switch languages so people worldwide can use it easily.

Zomato is centered around only food. If we want to explore food, visit a restaurant, order food, or review food, Zomato has the features. Swiggiy focuses on its delivery system. They provide delivery of food and other goods too. Both the application has quick payment systems.

Swiggiy's home screen looks cluttered and easy to explore than Zomato. Swiggiy has a simple and more snappy cart system than Zomato. It is challenging to find a filter option in both apps. Swiggiy also provides a service called 'Genie' to deliver anything. Zomato wants with food@work for the contactless office dining experience. Both apps have attractive modern branding and user interface.

## **How do competitors position them in the market?**

Hyatt Hotels Corporation, commonly known as Hyatt Hotels & Resorts, is an American multinational hospitality company headquartered in the Riverside Plaza area of Chicago

that manages and franchises luxury and business hotels, resorts, and vacation properties.

Both Zomato and Swiggy thrive on being on top in the domain of food delivery apps in India. Their business model, strategies, and working system are not exact, but they both are excellent in their specific manner across India.

### **How do competitors talk about themselves?**

Hyatt says, Our global food and beverage philosophy: Food. Thoughtfully Sourced. They Carefully Served. – is Hyatt's industry-leading effort to provide food and beverages that are good for our people, planet, and communities.

Swiggy says, Our mission is to elevate the quality of life for the urban consumer with unparalleled convenience. Convenience is what makes us tick. It makes us get out of bed and say, "Let's do this." Since Swiggy has evolved as a leading marketplace connecting customers to their favorite eateries with the motto of "No customer goes hungry." Zomato's Missionary statement is "better food for more people."

### **Hyatt Restaurants' website includes:**

- The website shows photos and videos
- The typography of the websites makes it feel Premium.
- The highlights section shows the other facilities.
- The menu shows each ingredient available in the dish.
- Easy reservation feature available

### **Zomato app includes:**

- More food choices in the filter
- Quick Payment system
- The easy Table reservation system
- The account page is very engaging

### **Swiggy app includes:**

- Modern and trendy Illustrations
- Engaging and exciting login & user guide process

- More negative space gives good readability
- Modern and trendy Illustrations
- Separate page for search
- Different cart page and quick check-out popup
- Clever ordering options for the same dishes and prices

#### **Hyatt Restaurants' website weakness:**

- No application is available!
- Traditional food ordering System by calling
- It does not remember user preference
- Traditional menu card without images

#### **Zomato app weakness:**

- Endless scrolling of the homepage makes users tired and not settle with any restaurant
- Comparatively less whitespace sometimes makes the experience sometime chaotic
- Advertisements and promotions all over the place

#### **Swiggy app weakness:**

- Many repetitive features and categories, old promo cards, hinder the food process

#### **Gaps:**

- Hyatt Restaurants has no app available, and the website also provides only table reservations and no ordering system available on the website.

#### **Opportunities:**

- Can provide a dedicated modern app to the restaurant for mobile ordering & reservations
- It can provide a unique additional feature to order food at the restaurant to give a more premium experience as a high-end restaurant.