

## 1. Competitive audit goal(s)

Compare the ordering experience of each competitor's app when it comes delivering food in movie theaters.

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

Our key competitors are Snack 'n chill. They provide a good amount of snack options for the movie goers with good deals but unreliable delivery and are our direct competitors.

Our other competitors are ICH HomeFood, Greg's Kitchen and OvenBaked.

ICH HomeFood provides affordable food to all and they have a good amount of centers across the country. ICH HomeFood are our indirect competitors.

Greg's Kitchen's main attraction is the presence of different cuisines for dine-in, take-aways and home delivery. They are quite famous for their Chinese and French cuisines. They have a good amount of presence in the city.

OvenBaked's is quite famous for Italian food and they have many types of Pizza, Pastas and Lasagnas. They have a good market grip when it comes to people ordering Italian food. They are a medium type of business having few centers across the state.

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

Snack 'n chill only provides lightweight snacks which are usually available in a lot of movie theaters. They use low-quality ingredients but they have a good base of customers since there is not much competition. App needs more work when it comes to visual appeal and presence of modern features like voice assistance, presence of different languages etc. Good thing is they provide payment in all options which is rarely seen.

ICH HomeFood maintains good quality when it comes to food. But they lag behind in terms of website and app presence. They provide delivery to movie theaters as well but mostly they are unreliable. Also they need to work on their payment system.

Greg's Kitchen is highly appreciated when it comes to food quality. They are kind of trendsetters when it comes to Chinese and French cuisines. They have good website and app presence but lag in customer base when it comes to moviegoers since tracking is not present for the orders which are to be delivered in movie theaters. Their brand image is quite



appealing and overall they have a good customer base. Also they provide many languages in their app thus making it quite easy to use for most people.

OvenBaked are champions when it comes to Italian food. The food quality is quite good along with great presence through website and app. Their apps have included modern features like one-touch payment, chatbot etc. but they lag behind when it comes to order tracking. Location which is shown in the app is near-to 50-100 meters which makes some people, using their app for the first time, a bit restless.

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

Snack 'n chill is mainly for the people who are visiting a movie theater and want to order snacks for themselves during the duration of the movie. They are more into providing snacks as quickly as possible focusing less on the quality.

ICH HomeFood positions themselves as an 'Affordable to Everyone' food chain. They maintain good food quality with emphasis on providing a cheap alternative for the people who can't afford high end foods in the market. App provides 5 different languages but no voice assistance. They claim that they deliver everywhere within a city.

Greg's Kitchen is mainly for people who want to try different cuisines and open for everyone. They focus on providing the best meals in whichever cuisine the user wants. They also have a buffet system to go with. Also they provide dine-in, take-aways and home delivery. For home delivery, the tracking system is quite good and they focus highly on on-time delivery. They provide a good number of languages to choose from and their app also provides voice-assistance but in English only. They also claim that they can deliver anywhere but tracking is not available for movie theaters.

OvenBaked positions themselves as the master in Italian food and is open for everyone who wants to give it a try. The food quality is quite good and the food is cheap compared to few other outlets when it comes to Italian food. They have a tracking system for food but most of the time it is unreliable as people often have to call the delivery person to tell them the correct address. They provide a good number of languages to choose from and their app also provides voice-assistance but in English. Tracking is available for movie theaters but not reliable.

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



Snack 'n chill describes themselves as the outlet which enhances people's movie experience by providing various snacks in a timely manner. They emphasize that their app is hassle free, easy to use when it comes to ordering snacks.

ICH HomeFood identifies themselves as the outlet which takes care about the people from all walks of life. They identify themselves as the outlet which doesn't compromise on food quality along with the cheapest option available in the market.

Greg's Kitchen identifies themselves as the go-to outlet for any type of cuisine available in the market. They emphasize that their app is easy to use even though they have so many options of food to be shown. Also their tracking of food is awesome with an exception of no tracking for movie theaters, on which they are working on. They have included a good amount of languages thus making users easy to use.

OvenBaked identifies themselves as the master of Italian food calling out everyone to taste their awesome options of Pizza, Pasta and Lasagnas. They emphasize that their app is easy to use for specially abled people as well since they provide texts in different languages, voice assistance and chatbot features as well. They identify themselves who don't make compromises on food quality and also consider user's precious time.

### 6. Competitors' strengths (List)

Snack 'n chill's strengths include:

- Ensuring quick delivery of food.
- Users can schedule their food delivery.

ICH HomeFood's strengths include:

- Affordable prices
- Make users feel welcomed.
- Providing good app accessibility

Greg's Kitchen's strengths include:

- Great app accessibility
- Tracking of food delivery is quite good
- Many options of food available to choose
- Straightforward user flow

OvenBaked's strengths include:

- Outstanding app accessibility
- Chatbot feature
- Straightforward user flow
- One touch payment



## 7. Competitors' weaknesses (List)

Snack'n chill's weaknesses include:

- Accessibility needs to be improved
- Less options of food
- No tracking of food delivery

ICH HomeFood's weaknesses include:

- App works unexpectedly sometimes
- Addition of voice-assistance required
- Need to provide an easy and hassle-free payment experience

Greg's Kitchen's weaknesses include:

- Provide tracking for movie theaters delivery
- Must have more pics of food for people having eyesight issues.

OvenBaked's weaknesses include:

- Provide reliable tracking features.
- Fix in-app glitches.
- Remove unnecessary details.

## 8. Gaps (List)

Some gaps we identified include:

- Competitor products provide a limited amount of accessibility features
- Order and delivery process isn't clear or intuitive
- Tracking is not available in some of the cases.

## 9. Opportunities (List)

Some opportunities we identified include:

- Integrate our app with voice assistive technology
- Create a straightforward process for order, checkout, and delivery tracking
- Hassle-free payment
- Chatbot

