### 1. Competitive audit goal(s)

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| Sell Burgers. |

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

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| Burger King/ McDonalds.  CheeseStore;  They sell quality burger / fries and other combos.  The quality of food service and catering is top notch. |

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

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| Quality – Top Notch  Type:  Features:  Drive- through available.  In-App-Purchase Discount  Offers for walking-in groups. |

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

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| They’re highly recognized brand possessing unique rand identities, tough to beat for sure.  Competitors are also established in the city since a very long time. |

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

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| **They have unique brand identities and strong market presence.**  **They are very confident about their product, services and ambience.**  **They have various user-friendly services too.** |

**6. Competitors’ strengths** (List)

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| 1. Drive- through available. 2. In-App-Purchase Discount 3. Offers for walking-in groups. |

**7. Competitors’ weaknesses** (List)

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| 1. Party Arrangements (in APP) 2. Food Adjustment according to the user (No tomatoes / or onions/ adjustments) 3. No Pre-book reservations |

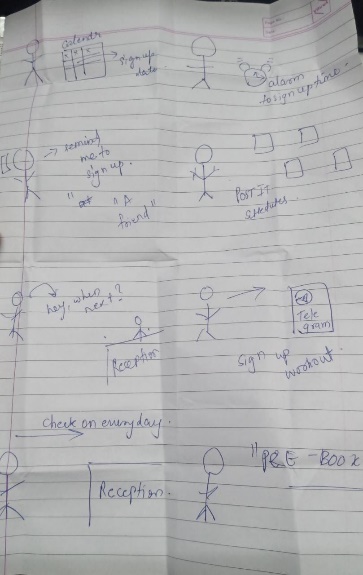
**8. Gaps** (List)

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| 1. Could add a “Complement to Chef” section 2. Could add a “Tip’s to the waiter/delivery boy” section. 3. Add a “doggy-pack” feature for the leftover food. 4. Sustainable packing / Cutlery less packing for take-in orders. |

**9. Opportunities** (List)

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| List of feature my website consists of :   1. Drive- through available. 2. In-App-Purchase Discount 3. Offers for walking-in groups. 4. Party Arrangements (in APP) 5. Food Adjustment according to the user (No tomatoes / or onions/ adjustments) 6. No Pre-book reservations 7. add a “Complement to Chef” section 8. add a “Tip’s to the waiter/delivery boy” section. 9. Add a “doggy-pack” feature for the leftover food. 10. Sustainable packing / Cutlery less packing for take-in orders. |

**Crazy Eight:**

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