### 1. Competitive audit goal(s)

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| Compare the booking experience of each competitor's app |

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

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| Porter is a direct competitor to us and is well known across the city.  Zomato is an indirect competitor and is the country’s largest food ordering app. |

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

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| Porter is not that easy-to-use but the content makes it effective. It has a website as well as an app. It can be more appealing with a few UI changes. Payment method is simplified through a third-party API.  Zomato also has an app and a website. Both have a great UI and UX. They are easy to use and convenient. |

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

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| Zomato has positioned itself as a platform that brings restaurants, suppliers, consumers, food suppliers, and logistics partners together. Zomato is an exceptional platform for diners to review a wide range of different restaurants in their serving area.  Porter positions itself as a local pickup and drop service provider that can provide a range of vehicles and real time tracking. |

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

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| Zomato says that it has been empowering our customers in discovering new tastes and experiences across countries. By putting together meticulous information for our customers, they enable them to make an informed choice.  Porter calls itself India's Largest Marketplace for Intracity Logistics providing Pickup and drop anywhere within the city. Customers can choose vehicle of their choice with Real time tracking. |

**6. Competitors’ strengths** (List)

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| **Zomato**  One of the first platform in India of its kind.  User-friendly Interface  Well Connected  Marketing Strategy  **Porter**  Not a lot of competitors  Cost effective for localites  Accessible easily |

**7. Competitors’ weaknesses** (List)

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| **Zomato**  Security Issues  Inefficient Expansion  Increased Competition  **Porter**  UI may be difficult for some users  Security Issues  Damages due to drivers |

**8. Gaps** (List)

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| Competitor apps are not that user friendly.  Face Supply Chain Management Issues  Tracking is not very accurate |

**9. Opportunities** (List)

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| Create a simple UI/UX for customers  Integrate Voice Memos for the delivery executive  Offer accurate tracking and delivery updates |