### 1. Competitive audit goal(s)

| Compare the ordering experience of each competitor's app |
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### **2. Who are your key competitors?** (Description)

| Our key competitors : Lilac Patisserie is simple, bordering romantic, offering the right amount of frills to hint at the sweet experience that awaits. And, because the cafe and bakery understands that its target audience is definitely a tribe, their website offers a stay-in-touch type of mailing list to further cement the budding romance.  Cloud city cafe makes visitors feel like they’re somewhere special.locally roasted, specialty coffee, freshly baked pastries, and delicious breakfast and lunch items are given.  Our other competitor is Cafe No Se, a low-cost family-style cafe Focusing on the food and the ambiance visitors exactly what to expect, making them eager to sit down and enjoy. Giving Brunch, Happy hour and dinner.  Two Hands is ideal for cocktail parties, private dinners, business meetings, book launches, artistic performances, gallery exhibitions, pop-up retail, photo/video shoots, and more.  Lilac Patisserie and Cloud city cafe are direct competitors . Cafe No Se and Two Hands are indirect competitors. |
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**3. What are the type and quality of competitors’ products?** (Description)

| Lilac Patisserie creations redefine what gluten-free means. Impossibly moist layer cakes, decadent desserts, pillowy rolls, tender crumbs—everything we make is a reflection of our commitment to flavor, texture and artistry of the highest caliber. Informed by classical French pastry technique and inspired by California’s spirit of creativity, we bake because life’s too short for anyone to skip cake.  At Cloud City Coffee, you will find locally [roasted, specialty coffee](https://www.cloudcitycoffeeroasting.com/products), freshly baked pastries, and delicious breakfast and lunch items prepared in-house.  Cafe no se leading with creativity in developing seasonal pastries and gives everybody a happy experience as an all day cafe with brunch, Happy day and dinner.  At two hands - experience a cafe with brunch, lunch , Happy day, cocktails,beer and wine plus dinner. |
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**4. How do competitors position themselves in the market?** (Description)

| Lilac Patisserie positions itself as offering cake for all as "life’s too short for anyone to skip cake.” it is cheap, reliable, and will deliver almost anywhere. This makes its customers particularly loyal. Its app is famously simple to use and its delivery service is excellent, making it a go-to staple for people ordering pastries and so on.  Cafe No Se positions itself as "all day cafe for youngsters and adults alike-drinks or meals.” They offer a kid-friendly environment, serve large portions, make hosting birthdays easy, and sing happy birthday to customers.Their app is geared towards delivering large meals for families, with a customer base that Is efficient  Two Hands positions itself as "all ingredients locally sourced from farms for a healthy choice” They offer a health-friendly environment and serve large portions.Their app is geared towards delivering large meals for families.  Cloud city cafe positions itself as offering meals for all as “ locally roasted, specialty coffee, freshly baked pastries, and delicious breakfast and lunch items” it is cheap, reliable, and  will deliver almost anywhere. This makes its customers particularly loyal. a customer base that speaks multiple languages |
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**5. How do competitors talk about themselves?** (Description)

| Lilac Patisserie describes itself as offering cake for all as "life’s too short for anyone to skip cake.'' It is cheap, reliable, and will deliver almost anywhere. This makes its customers particularly loyal. Its app is famously simple to use and its delivery service is excellent, making it a go-to staple for people ordering pastries and so on.  Cafe No Se talks about itself as "all day cafe for youngsters and adults alike-drinks or meals.” They offer a kid-friendly environment, serve large portions, make hosting birthdays easy, and sing happy birthday to customers.Their app is geared towards delivering large meals for families, with a customer base that Is efficient  Two Hands talks about itself as "all ingredients locally sourced from farms for a healthy choice” They offer a health-friendly environment and serve large portions.Their app is geared towards delivering large meals for families.  Cloud city cafe positions itself as offering meals for all as “ locally roasted, specialty coffee, freshly baked pastries, and delicious breakfast and lunch items” it is cheap, reliable, and  will deliver almost anywhere. This makes its customers particularly loyal. a customer base that speaks multiple languages |
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**6. Competitors’ strengths** (List)

| Lilac Patisserie’s strengths include:  ● Offering 30-mile+ delivery radius  ● Making customers feel welcome  ● Making ordering and paying on their app easy  ● Providing excellent tracking for the orders on their app  Cafe No Se ’s strengths include:  ● Providing excellent tracking for the orders on their app  ● Offering an elaborate and ornate app design  ● Including design decisions that simplify the restaurant’s large menu for users  ● Making customers feel welcome  ● Providing excellent app accessibility  Two hands ’s strengths include:  ● Ensuring strong delivery quality standards  ● Including design decisions that simplify the restaurant’s large menu for users  Cloud city cafe ’s strengths include:  ● Providing excellent tracking for the orders on their app  ● Ensuring strong delivery quality standards  ● Offering 30-mile+ delivery radius |
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**7. Competitors’ weaknesses** (List)

| Lilac Patisserie weaknesses include:  ● Offering audio features in the app  ● Offering the app in languages other than English  ● Offering health-conscious customization options  Cloud city cafe weaknesses include:  ● Improving their in-app payment process  ● Improving their delivery tracking and making sure their delivery ETAs are accurate  Cafe No Se weaknesses include:  ● Offering audio features in the app  ● Offering the app in languages other than English  ● Improving their in-app payment process  ● Improving their delivery tracking and making sure their delivery ETAs are accurate  ● Offering health-conscious customization options  Two hands weaknesses include:  ● Offering audio features in the app  ● Offering health-conscious customization options  ● Improving their in-app payment process |
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**8. Gaps** (List)

| Some gaps we identified include:  ● Competitor products offer only at some instances specifically health-conscious options  ● Competitor products provide a limited amount of accessibility features  ● Competitor products provide a limited amount of delivery features  ● Order and delivery process isn’t clear or intuitive  ● Not many languages are supported |
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**9. Opportunities** (List)

| Some opportunities we identified include:  ● Offer customization options that emphasize healthy ingredients and dietary  alternatives  ● Integrate our app with voice assistive technology  ● Integrate our app with different languages  ● Create a straightforward process for order, checkout, and delivery tracking |
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