1. Competitive audit goal(s)

Compare the user experience of each competitor's website and app

2. Who are your key competitors? (Description)

Our key competitors are Pathao, FoodPanda, HungryNaki and Shohoz. Pathao which is a large business having a target audience of local people and late night workers. Foodpanda also is a large business targeting local people. HungryNaki, a small food delivery business, targets the young students mainly. Shohoz targets working adults and it is a large business.

Pathao, FoodPanda and HungryNaki are our direct competitors, where Shohoz is our indirect competitor. Each of them are from Dhaka.

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

All the competitors offer the same food delivery service to home. But somehow, they differ in some places. Pathao has a unique service which offers delivery after late hours, named as "After Hours". FoodPanda provides regular promo code coupons by which customers can get some kind of discounts on food items. HungryNaki also provides discount offers on a regular basis. Shohoz has some extra services besides this food delivery.

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

Pathao has some good delivery services. They have welcoming and easy to use services, and a smooth ordering process on app. With Pathao food, customers can get their food delivered to their doorstep within an hour. FoodPanda, on the other hand, is unique in rewarding customers with points. HungryNaki offers food delivery from favourite nearby restaurants. They have elegant and minimalist design and also have a login feature. Shohoz's design is clean and easy to use, though some features don;t work as intended.

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

Pathao has some good delivery services. They have the motto of "Get Your Food in Less Than an Hour". With Pathao food, customers can get their food delivered to their doorstep within an hour. FoodPanda, on the other hand, having the motto of "You prepare the food, we handle the rest" delivers food and also groceries at a quick time. HungryNaki offers food delivery from favourite nearby restaurants. They don't provide any specific motto to focus on. But Shohoz has the motto of "Food For Every Mood. Delivered."

6. Competitors' strengths (List)

Pathao's strengths include:
- Delivery after late hours
- Website available in two languages
- Menu is compatible with screen reader technologies
- Making customers feel welcome with engaging, concise, friendly tone
- Providing excellent app accessibility

FoodPanda's strengths include:
- App can be downloaded to collect points
- Offers premium features for returning users
- Website available in two languages
- Menu is compatible with screen reader technologies
- Providing excellent app accessibility

HungryNaki's strengths include:
- Modern minimalistic and elegant design with strong branding
- Login feature on website
- Easy to find the menu
- Easy and useful order and payment processes
- Visually appealing imagery

Shohoz's strengths include:
- Easy to find key info (menu, location, hours)
- Straightforward user flow
- Ensuring strong delivery quality standards

7. Competitors' weaknesses (List)

Pathao's weaknesses include:
- Not fully responsive website design
- Some features don't work as intended

FoodPanda's weaknesses include:
- Feels dense and overwhelming in website
- Difficult to navigate due to big animation size
- Unfamiliar way to navigate

HungryNaki's weaknesses include:
- Interaction was not as smooth on mobile
- Website only available in English
- Menu isn't compatible with screen reader technologies

Shohoz's weaknesses include:
- Website only available in English
- Menu is included as an image and is hard to read
- Menu isn't compatible with screen reader technologies

8. Gaps (List)

Some gaps we identified include:
- Competitor products don't offer specifically health-conscious options
- Competitor products provide a limited amount of accessibility features
- Order and delivery process and live tracking isn't clear or intuitive

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
- Create a straightforward process for order, checkout, and delivery tracking