

Introduction

As we begin to design an improvement solution to rudgwicksteamshow.co.uk, it is a good idea to examine existing websites that promoting the country show in the U.K. The goal of the website is to attract more people to participate in the event and have fun. There is plenty of information on the original website, but a lack of organization and focus. The show is quite popular in the U.K for family fun in the summertime. The information about this show can be found at https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show_1433.html

rudgwicksteamshow.co.uk - Competitive Analysis

<https://www.livingheritagecountryshows.com/>

<https://kentshowground.co.uk>

<https://outdoorshows.co.uk>

rudgwicksteamshow.co.uk

“A real old time country show with something for all the family. 6,000 SQ FT Craft Marquee. New Food Hall. The New Forest Yokels. Beer Festival. Thrashing, Baling, Tree trunk sawing by steam. Farm Animals and reptiles and pets. Heavy Horses. Ferret Racing. Daily Agricultural Music, live in the beer marquee. Large Autojumble. Acres of market stalls. Large rabbit display. Bird Displays. Old time Fun Fair. Bird Display, Poultry, Goats, Ducks, Geese. Poultry for sale. Agricultural Working Sections & demonstrations.”

https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show_1433.html

Strengths

- A variety of activities available for a different group of people and ages
- A major event in the south-east of the U.K.
- The steam show is unique compare with other events
- The website has plenty of all information and images

Weaknesses

- The event only held in August
- Not enough promotion of this show
- Poor presentation of the website
- No focus, poor organization

Client and Project Name - Competitive Analysis

Conclusion

Based on the preceding analysis, to improve the website, we should keep in mind to organize the activities base on the target audience. For instance, there are family activities, beer festivals, steam shows, animal fun for a different group of people and ages. There is a lot of country show in the U.K. So we need to make this event different from others. The old steam show should be put in the front because it is unique in the U.K.

Reference:

<https://www.livingheritagecountryshow.com/sandringham-game-country/>

<https://outdoorshows.co.uk>

<https://kentshowground.co.uk>

https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show_1433.html