

1. Competitive audit goal(s)

To identify the strengths and weaknesses of competing food delivery apps in order to design a successful food delivery app for our bakery.

2. Who are your key competitors? (Description)

- GrabFood: the largest food delivery platform in Southeast Asia. It offers a wide range of food options from restaurants across the region.
- Beamin: a food delivery platform comes from South Korea. Beamin is known for its fast delivery times and its affordable prices.
- Loship: a food delivery platform that is popular in Vietnam. Loship is known for its fast delivery times and its promotions and discounts.

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

- GrabFood: GrabFood offers a wide range of food options from restaurants across Southeast Asia. The app has over 1 million restaurants listed on its platform, and it offers a variety of cuisines, including Thai, Vietnamese, Chinese, Japanese, and Korean. GrabFood is known for its fast delivery times, with most orders arriving within 30 minutes. The app also has a convenient user interface that makes it easy to find and order food.
- Beamin: Beamin offers a wide range of food options from restaurants across South Korea. The app has over 500,000 restaurants listed on its platform, and it offers a variety of cuisines, including Korean, Japanese, Chinese, and Western. Beamin is known for its fast delivery times, with most orders arriving within 20 minutes. The app also has an affordable price point.
- Loship: Loship offers a wide range of food options from restaurants across Vietnam. The app has over 300,000 restaurants listed on its platform, and it offers a variety of cuisines, including Vietnamese, Chinese, Japanese, and Korean foods. Loship is known for its fast delivery times, with most orders arriving within 30 minutes. The app also offers a variety of promotions and discounts, which can help users save money on their orders.

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



- GrabFood positions itself as the leading food delivery platform in Southeast Asia. It offers a wide range of food options from restaurants across the region, and it is known for its fast delivery times and convenient user interface. GrabFood also partners with a variety of restaurants and merchants to offer exclusive discounts and promotions.
- Beamin positions itself as the most affordable food delivery platform in South Korea. It offers a wide range of food options from restaurants across South Korea, and it is known for its fast delivery times and affordable prices. Beamin also offers a variety of promotions and discounts, which can help users save money on their orders.
- Loship positions itself as the most convenient food delivery platform in Vietnam. It offers a wide range of food options from restaurants across Vietnam, and it is known for its fast delivery times and promotions and discounts. Loship also offers a variety of features that make it easy to order food, such as the ability to track your order in real time and the ability to pay for your order with cash or credit card.

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

- On its website, GrabFood states that it "offers a wide variety of food options from over 1 million restaurants across Southeast Asia." It also states that it "delivers food in as fast as 30 minutes" and that it has "a user-friendly app that makes it easy to find and order food."
- On its website, Beamin states that it "offers the most affordable food delivery in South Korea" and that it "has a wide variety of promotions and discounts that can help you save money on your orders."
- On its website, Beamin states that it "offers the most affordable food delivery in South Korea" and that it "has a wide variety of promotions and discounts that can help you save money on your orders."

6. Competitors' strengths (List)

- GrabFood: Widest range of restaurants, convenient user interface, fast delivery times.
- Beamin: Affordable prices, fast delivery times, variety of promotions and discounts.



Part 2 - Competitive Audit Report

Google UX Design Certificate

- Loship: Convenient user interface, fast delivery times, promotions and discounts

7. Competitors' weaknesses (List)

- GrabFood: High fees, not available in all locations, customer support can be slow.
- Beamin: Not available in all locations, customer support can be slow, app can be buggy.
- Loship: Not available in all locations, customer support can be slow, promotions and discounts can be confusing.

8. Gaps (List)

- No delivery option: Many local bakeries do not offer delivery services, which can make it difficult for customers to get their favorite baked goods.
- Limited selection: Some food delivery apps only offer a limited selection of bakery items, which can be frustrating for customers who are looking for a specific type of baked good.
- High prices: Some food delivery apps charge high fees for their services, which can make it expensive to order bakery items.

9. Opportunities (List)

- Partner with local bakeries: Partner with local bakeries to offer delivery services for their products. This will allow customers to order their favorite baked goods from local bakeries without having to leave their homes.
- Offer a wide variety of bakery items: Offer a wide variety of bakery items, such as cakes, pastries, breads, and muffins. This will appeal to a wider range of customers and make the app more attractive to use.
- Charge lower fees: Charge lower fees for delivery services than other food delivery apps. This will make the app more affordable for customers and make it more competitive.

