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| **Competitor Name** | **Competitor 1** | **Competitor 2** | **Competitor 3** | **Competitor 4** |
| **FUNDAMENTALS**  This section deals with what the business actually does, how they compare to your business and who their customers are. | | | | |
| URL | FourSquare | JustEat | Try Caviar | UberEats |
| Offer – what product/service do they sell? | Social media + own reviews for restaurants – global remit | Provision of take away orders via online app portal (Establishment provides delivery) | Provision of take away and delivery of orders online (Software platform and delivery service) | Provision of take away and delivery of orders online (Software platform and delivery service) |
| 5 similarities with your business | Restaurant Ratings and reviews; GPS, Mapping component; Trending and Tagging | Dependant on takeaways\consumers;Mobile and Web presence.Ability to rate\review | AI\Recommendation Driven; Dependant on takeaways\consumers; Mobile and Web presence.\Pictures of food | Dependant on takeaways\consumers; Mobile and Web presence. Ability to rate\review |
| 5 differences with your business | Non AI\Recommendation Driven;Unable to book either restaurant or takeaway; global; also for bars\doesn’t generate revenue through bookings – only advertising. | Non AI\Recommendation Driven; Established contacts\model\Doesn’t factor health rating\No pictures, outdated site and technology. | US Based only;specific Partners and standard of restaurants\end to end delivery service\ Doesn’t factor health rating | Non AI\Recommendation Driven, End to End internet food delivery service\ Doesn’t factor health rating\no pictures\high commission |
| What are the strengths of this business? | Global Recognition. High social media presence | Global, ability to scale, brand recognition, large marketing budget, High social media presence. First to market in UK. | Innovative with Tech, Favourable press reviews, Large budget. High social media presence | Global, ability to scale, brand recognition, large marketing budget. High social media presence. |
| What are the weaknesses of this business? | Could be driven out by existing social media platforms (eg facebook, linkedin), Revenue driven by selling advertising | No\limited pictures. Non-innovative tech, large % or restaurants still mainly telephone orders (50%) – have not addressed this large market. | Only based in US currently, large % or restaurants still mainly telephone orders (50%) | Driver strikes, large % or restaurants still mainly telephone orders |
| What is their target market? (age, salary, location etc.) | Data will be for end consumer\Viewer – All age groups  Mobile and PC users | Data will be for end consumer\Viewer – All age groups  Mobile and PC users | Data will be for end consumer\Viewer – All age groups  Mobile and PC users | Data will be for end consumer\Viewer – All age groups  Mobile and PC users |
| Do they rely on other businesses? (e.g. Just Eat/ Deliveroo rely on restaurants as well as the people ordering takeaway) | Rely on people posting reviews, consistently updated with pictures and information to fuel data. | Rely on restaurants\customers for takeaway orders.\drivers | Rely on restaurants\customers for takeaway orders\drivers. | Rely on restaurants\customers for takeaway orders\drivers |
| If so - will you need these businesses as well and be competing for them? | Yes – will require | Yes – will require | Yes – will require | Yes – will require |
| If yes – why should these businesses use you instead of your competitor? | Use of AI to drive increased revenue for restaurants and improved choices based on personal preferences for customers. Photo menu’s. | Use of AI to drive increased revenue for restaurants and improved choices based on personal preferences for customers. Photo menu’s. (see what you are buying) | Use of AI to drive increased revenue for restaurants and improved choices based on personal preferences for customers. US based only. | Use of AI to drive increased revenue for restaurants and improved choices based on personal preferences for customers. |
| **FUNCTIONALITY**  This section looks at how well your competitors apps and websites work. For example – is there a particular style of menu, button or way of displaying information that stood out as especially good or especially bad. | | | | |
| Is there a particular feature of your competitor’s app/ website that you think works well? | Link to maps, tagging, trending lists and personalization. Pictures of foods. | Simplicity, speed of being able to place order, distinctive, colours | AI, trending, movement away from lists. Netflix style look and feel with specific headings and categories, pictures of food make a big difference. | Simplicity, speed of being able to place order, distinctive. |
| Is there a particular feature of your competitor’s app/ website that you DON’T think works well? | Too much information, site is too busy | Lack of pictures of food. No detail regarding food. Almost feels slightly dated interface. | Nothing currently – site is smooth, well developed and appears to work well. Though have not ordered through it as it is US focused. | Lack of pictures of food. No detail regarding food. |
| **BRANDING**  When answering the questions in this section – think about the target market you identified in the previous question. | | | | |
| STRAPLINE |  |  |  |  |
| What is their strapline? | Find the best places to eat, drink, shop, or visit in any city in the world. Access over 75 million short tips from local experts. | Tuck into a takeaway today  Find restaurants delivering right now, near you. Find your flavour even faster | Step up your restaurant ordering game. Whether it’s delivery or pick up, Caviar serves up the best food in your city.  No matter what you’re craving — whether it’s fresh sushi, cheesy pizza, or tasty Chinese takeout — we’ve partnered with your favorite restaurants so you can order the best.  Browse photo menus of restaurants near you (it helps to know exactly what you’re getting), add in special instructions for your order (“Extra cheese, please”), and track your meal with real-time GPS (no judgments). Love what you ordered? Add it to your “Favorites” for quick and simple re-ordering. | Top local restaurants are just a tap away. Use your Uber account to order food you crave from restaurants you love, delivered right to your door. |
| Why do you think they chose that strapline? | Embrace the global element of the site, pure numbers and selection. Your able to use this site anywhere, anyplace. | Make it simple to choose food and have it delivered. Also adverts indicate the enjoyment of food and selections. | Wanted to emphasize pictures and technology (Differentiating factors) | Make it simple to choose food and have it delivered. |
| Do you think it’s an effective/ good strapline? | Yes - Effective | Yes - Effective | Yes - Effective | Yes - Effective |
| COLOUR SCHEME |  |  |  |  |
| What colours do they use? | Blue, White | Multiple, rainbow colours. | White, Orange, grey, black | Black, green,white. |
| Why do you think they chose these colours? | Generic catch all colours to for all of companies offerings | Distinctive, people see the colours and think of the | Subtle, stylish. Represent the brand well. | Distinctive + subtle. |
| Are these colours effective? | Not in capturing what it does – very generic colours | Yes – distinctive and memorable. | Yes – colour stands out | Yes |
| LOGO |  |  |  |  |
| What is their logo? |  |  |  |  |
| Why do you think they chose this logo? | Generic catch all logo to for all of companies offerings | Memorable when seen on advertising | Wanted to be seen as subtle and stylish | Subtle, stylish, distinctive. |
| Is their logo effective? | No – Too generic | Yes -Colourful, distinctive, memorable. | Maybe not distinctive enough on advertising | Yes – distinctive |
| **MARKETING**  This set of questions deal with how the business promotes its brand and product. Be as specific as possible in this section. | | | | |
| BLOGGING |  |  |  |  |
| Do they have their own blog?  If so, what kind of articles do they publish? | Yes - technology they are using\trialing. Engineering e.g how ranking works. Contextual notifications, data points collection. General articles about food industry. | Yes – recipe dishes, technology they are using\trialing, food deals and discounts, local information. Relate food to specific events e.g Football, Notting Hill Carnival, Food Awards. | Yes – competitions, interviews with Chefs, very limited blog, not constantly updated. | Yes – promo’s, national dishes from football world cup, how to make specific food (eg burritos), What to eat after a night out. |
| How many readers/ shares do these blogs receive? | No exact data | No exact data | No exact data | No exact data |
| Do they upload/ promote articles and blogs on other sites? | No exact data | No exact data | No exact data | No exact data |
| How effective are these blogging activities? Are certain sites/ blogs more effective than others? | Yes very effective – technology blog very effective. | Yes very effective – promo’s competitions, link to certain events. . Light and fun to read – not too serious | Seems only limited so unable to comment. | Yes – kept upto date, variety of information on blogs. Light and fun to read – not too serious. |
| SOCIAL MEDIA |  |  |  |  |
| What social media sites are they on? | Facebook | Facebook | Facebook | Facebook |
| How active are they on social media? What sort of content do they post? (videos/ images/ blogs etc.) | High levels of activity, regular blogs kept upto date and comments. Seen as significant marketing driver for company. | High levels of activity, regular blogs kept upto date and comments. Seen as significant marketing driver for company. | High levels of activity, regular blogs kept upto date and comments. Seen as significant marketing driver for company. | High levels of activity, regular blogs kept upto date and comments. Seen as significant marketing driver for company. |
| Do you think their social media is effective? Why/ why not? | Yes – Very effective. Dedicated teams, large reach. | Yes – Very effective. Dedicated teams, large reach. | Yes – Very effective. Dedicated teams, large reach. | Yes – Very effective. Dedicated teams, large reach. |
| OTHER |  |  |  |  |
| Do they undertake any other promotional activity you can find? (Podcasts, flyers etc.) | Heavy on Social Media | Adverts on tube, buses, taxis, tv adverts | Voucher sites, adverts on social media (Vimeo, Youtube, | Adverts on tube, buses, taxis, tv adverts |
| How effective are these activities? Are some more effective than others? | Very Effective, recognition. | Very effective for brand recognition. Adverts on public transport most effective. | Only present in US however very favourable coverage. | Very effective for brand recognition. Adverts on public transport most effective. |