yelp

"REAL PEOPLE, REAL REVIEW"

Positioning
Yelp has been positioned as one of the most trustworthy source of information about restaurants. Its crowdsourcing technique helps to give its user an impression that it is very trustworthy. Yelp also offers information regarding other products like Hair salons, Drug stores and Gas stations, making it a favorite go to place for its users.

Primary Audience
Yelp's primary audience is anybody with a smart phone or a computer with access to internet. They primarilly cater to help its users finds restaurants in a certain location and then providing feedback and ratings given by other customers of the restaurants.

Differentiators
Yelp has become very popular and is a valuable source of information for its users. Yelp wants to become a one stop shop for now catering to all the dining needs of the customers and it can do it because of the high user traffic.

STRENGTHS	WEAKNESSES
Widely recognized.	Sometimes negative reviews which are incorrect can affect local business making them not want to be registered
Contains lots of information regarding restaurants	
Consumer trusts the website	Fake yelp reviews/ unuseful reviews
Number of reviews available.	High delivery fee.
Easy to join	No way to view freind's reviews on top
Easy to use	Easy to use
High use in urban settings	Good deals cannot be posted by business owners
Free of cost	

OPPORTUNITIES	THREATS
Just recently started delivery service within the app	Lack of accountability from the company's side
Increasing number of small businesses who are registering on the website	Difficulty in updating information
Well established brand	Weak social media connectivity
	Weak social media

"ROAMING HUNGER FOOD TRUCK FINDER"

Positioning
Roaming hunger is an food truck locator app which also facilitates by providing catering orders to the food trucks. It is one of the few apps which is designed specifically to aim the audience looking for food trucks.

Primary Audience
The primary audience for Roaming Hunger are the people who require catering service from food trucks. The audience also includes anybody with a smart phone and internet connection.

Differentiators
This is one of the first apps designed for locating food trucks. It also offers a service to connect the food trucks with the user who wants catering for special occasions.

STRENGTHS	WEAKNESSES
First mover's advantage. Avaliable in more than 40 cities Can view the menu on the app Easy to join Easy to use High use in urban settings Free of cost	No facility to give ratings to the food truck by the customer Less number of food trucks in the network Other than the menu and location, provides no other information about the food truck Good deals cannot be posted by business owners
OPPORTUNITIES	THREATS
Just recently started and can increase its network Mushrooming of food trucks because of recession	Extremely buggy app and has a low app rating in the app store

GRUBHUB

"HAPPY EATING"

Positioning
Grubhub is the most established online ordering service with over 6.4 million active diners. Its the market leader in providing delivery service to its customers with a simple and elegant design to find restaurants and then deliver for them. It has a large number of restaurants registered with Grubhub making it one of the biggest delivery service.

Primary Audience
Their primary audience is anybody with a smart phone or a computer with access to internet. They cater to people living in urban settings and try to deliver the ordered food as fast as they can.

Differentiators
Grubhub has a library of around 40,000 restaurants and is known for its excellent customer service. It doesnt charge diners any money and make their service great.

STRENGTHS	WEAKNESSES
Superior customer service Does not charge diners a single penny for getting the orders delivered The process of ordering food is very simple Low delivery times Diners can track their orders on the app High use in urban settings Free of cost	Minimum order of $15 which can sometimes not be fulfilled Fake yelp reviews/ unuseful reviews The use of too many colors in the website can easily help lose focus Good deals cannot be posted by business owners
OPPORTUNITIES	THREATS
Easily books the order within the app and website and doesn't require a third party site Large number of resturants to choose from.	Less number of reviews. No social media connectivity Charge high amount of money from the restaurant owners to deliver their food