

1. Competitive audit goal(s)

The goals of this competitive audit are to:

- Identify the key competitors of your online photographer booking application
- Assess the strengths, weaknesses, and opportunities of your competitors
- Identify gaps in the market that your application can fill
- Generate opportunities for differentiation and competitive advantage

2. Who are your key competitors? (Description)

The key competitors of your online photographer booking application are:

- WedMeGood
- Shaadi.com
- Canvera
- Justdial

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

All of the competitors listed above offer similar products and services. They all allow users to book photographers online for a variety of events, including weddings, corporate events, and personal events. The quality of the competitors' products is generally high. However, some customers have reported that the booking process can be complex and that the pricing can be high.

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



Part 2 - Competitive Audit Report

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The competitors position themselves in the market as the go-to destination for booking photographers online. They all emphasize their large selection of photographers, their competitive pricing, and their easy-to-use booking process

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

The competitors talk about themselves in a positive light. They emphasize their experience, their expertise, and their commitment to customer satisfaction. They also highlight their unique features and benefits, such as their large selection of photographers, their competitive pricing, and their easy-to-use booking process

6. Competitors' strengths (List)

The strengths of the competitors include:

- Large selection of photographers
- Competitive pricing
- Easy-to-use booking process
- Strong brand reputation

7. Competitors' weaknesses (List)

The weaknesses of the competitors include:

- Complex booking process



- High pricing (for some customers)

8. Gaps (List)

There are a few gaps in the market that your online photographer booking application can fill. These gaps include:

- A platform that offers cheaper pricing, including mobile photographers.
- A platform that is more user-friendly and easier to use.
- A platform that focuses on the Indian market.

9. Opportunities (List)

The opportunities for your online photographer booking application include:

- Offering cheaper pricing, including mobile photographers.
- Making the booking process more user-friendly and easier to use.
- Focusing on the Indian market.
- Building a strong brand reputation.
- Offering excellent customer service.
- Making it easy for photographers to join the platform.
- Investing in marketing and advertising.

