### 1. Competitive audit goal(s)

| Compare clarity of finding important information. |
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### **2. Who are your key competitors?** (Description)

| Our key competitors are Last Minute Musician, an international website to search for bands, solo musicians or DJs, and Alive Network, the UK’s largest live entertainment booking agency. An indirect competitor is WeddingAgency by Lenka who plans whole weddings events or just parts of it. |
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**3. What are the type and quality of competitors’ products?** (Description)

| Last Minute Musicians has a horribly designed website app that is hard to follow. It only allows you to contact the musician, not to book one. It focuses on basic functionality and is somewhat limited in features.  AliveNetwork is a website app that allows you to filter by many options. Its most honored feature is audio and video availability to almost all musicians listed. The drawback of all the filters and a lot of info for listed musicians is overwhelming the view with lots of boxes, texts and non relevant information.  The WeddingAgency website is well-designed, it communicates a more modern, minimalist feel. The design looks impressive and always hosts an intuitive user experience. The indirect competitor has lots of experience with finding a perfect solution to the music part of the wedding. It’s available in 3 languages. |
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**4. How do competitors position themselves in the market?** (Description)

| Last Minute Musicians are not popular on the market.  AliveNetwork is well prepared for the audition, it is the largest community in the UK.  The WeddingAgency is a small business with its customers. |
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**5. How do competitors talk about themselves?** (Description)

| LMM talks about all sorts of musicians available in the listing. They brag about having clients such as favorite brands.  AN brags about being the largest community in the UK so they are obviously proud about what big community they have built. |
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**6. Competitors’ strengths** (List)

| LMM’s strengths include:   * Big companies as clients * All sorts of musicians in listing: solo, bands or DJs   AN’s strengths include:   * Robust filter system * Video and audio for a musician * Strong basics |
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**7. Competitors’ weaknesses** (List)

| LMM’s weaknesses include:   * Not expanding its language options * Not good visual design * Not allowing booking   AN’s weaknesses include:   * Not simple in using the app * Not easy to navigate to the end of the process of booking |
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**8. Gaps** (List)

| Some gaps we identified include:   * Both LMM and AN hard to get to the booking process * Missing simple and easy understanding of the content of the page |
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**9. Opportunities** (List)

| Some opportunities we identified include:   * Few click away of booking |
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