

Starbucks

Direct Competitors:

- Dunkin Donuts
- McDonalds
- Dutch Bros Coffee
- Tim Hortons
- Caribou Coffee

Chosen competitors based on revenue

Sources:

<https://www.statista.com/statistics/919774/sales-of-selected-leading-coffee-house-and-cafe-chains-in-the-us/>

<https://financialpost.com/news/retail-marketing/tim-hortons-sales-have-almost-bounced-back-from-pandemic-lows>

<https://www.financierworldwide.com/dunkin-brands-taken-private-in-876bn-deal#.Yxf6OezMI-Q>

Apple App Store

Features to compare:

- Revenue per 2021
- Primary Market Space
- App Rating on App Store
- Strengths
- Weaknesses

Process:

In order to compile Strengths and Weaknesses on the following Apps, I read through multiple reviews of the apps within the App store to gather more data on the use of these apps

Starbucks:

Starbucks App Weaknesses:

- Reflection of calorie content with adding and decreasing of ingredients
- Cannot view menu of store if they do not offer in-app purchases
- Not able to view menu at store if in-app not available
- Not able to see what item costs before ordering
- No status of order available
- Barista Customization not available

Starbucks App Strengths:

- Shows availability of products at stores
- Personalization and rewards program
- Convenience

Dunkin Donuts:

Dunkin Donuts Strengths:

- Rewards Program when functional provides great rewards
- Easy and intuitive UI

Dunkin Donuts Weaknesses:

- Rewards Program on App does not always work
- Limited editing options
- Does not show calories on app items
- Does not show sold out items

Mcdonalds:

Mcdonalds Strengths:

- Rewards system helps save money
- App is convenient for loyal customers
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Mcdonalds Weaknesses:

- In - App Rewards program is unsatisfactory to users due to the fact you have a limited time to use each reward
- Lack of in-app refund process

Dutch Bros:

Dutch Bros Strengths:

- In app stickers provide a enjoyable experience to customers
- Great rewards system

Dutch Bros Weaknesses:

- No order history or changes
- Limited menu on app

Tim Hortons:

Tim Hortons Strengths:

- Intuitive UI
- Location for Tim Hortons easy to find in app

Tim Hortons Weaknesses:

- Customizing Items is not intuitive
- No inventory updates in app
- Order tracking not intuitive

Caribou:

Caribou Strengths:

- Ability to add funds to account of app
- Ability to preorder drink

Caribou Weaknesses:

- No history of purchases
- Lack of modification of customizing orders
 - By way of changing contents of what items are in drinks