### 1. Competitive audit goal(s)

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| Focus on the products, brand positioning, and communication strategies, as well as identifying gaps and opportunities that can inform the design of a showtime check-in app for a movie theater. |

### 2. Who are your key competitors? (Description)

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| Cineplex is our direct competitor, which offers a wider range of movies. Providing an easy and convenient movie-going experience  Netflix and Disney Plus are our Indirect competitors, and both are leaders in global streaming with monthly/ annual subscriptions offering a wide collection of movies, tv shows, and exclusive content. |

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

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| Cineplex provides movie theater experiences, offering a range of movies and showtimes for customers to choose from, delivering an enjoyable in-theater experience.  Netflix offers a streaming platform with a diverse library of movies and TV shows. Centered on delivering convenient and on-demand entertainment experiences for users.  Disney Plus provides a streaming service that offers a comprehensive collection of Disney franchises. Their product quality emphasizes delivering a family-friendly and nostalgic entertainment experience |

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

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| Cineplex positions itself as a leading movie theater chain, focusing on providing a wide range of movie options, convenient showtimes, and seamless ticket booking services.  Netflix is a premier streaming platform, offering a vast library of content, personalized recommendations, and the flexibility to stream anytime and anywhere.  Disney Plus is a family-oriented streaming service, showcasing the magic of Disney’s beloved franchises, exclusive content, and the opportunity to immerse oneself in a world of entertainment. |

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

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| Cineplex communicates its offering through an informative and straightforward tone. Their content focuses on providing essential movie and showtime details, guiding users through the ticket booking process.  Netflix employs a casual and engaging tone in its communication, enticing users with personalized recommendations, engaging content descriptions, and user reviews to guide decision-making.  Disney Plus uses a nostalgic and family-friendly tone in its communications, highlighting the magic and iconic characters associated with Disney, as well as offering behind-the-scenes features and exclusive content. |

**6. Competitors’ strengths** (List)

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| Cineplex:   * Wide range of movies and showtime. * Establish brand recognition in the movie theater industry.   Netflix:   * Diverse content library. * Personalized recommendations and seamless experience across devices.   Disney Plus:   * Exclusive content beloved Disney * Nostalgic entertainment experience |

**7. Competitors’ weaknesses** (List)

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| Cineplex:   * Limited interactive features and social integration on their digital platforms. * Minimal customization options.   Netflix:   * Dependency on licensing agreements for content. * Limited offline viewing options.   Disney Plus:   * Limited customization options. * Potential gaps in content diversity outside of Disney franchises. |

**8. Gaps** (List)

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| * Opportunities for seamless integration between the movie theater experience and the digital platform * Potential to enhance personalization and recommendation features tailored to individual preferences. * Room for improvement in immersive and interactive elements to create a richer user experience |

**9. Opportunities** (List)

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| * Integrating social features to facilitate movie-related discussions and recommendations among users. * Offering personalized showtime suggestions based on user preferences and past attendance. * Incorporating interactive elements, such as movie trivia or interactive seating maps, to engage users. |