

## Competitve/Comparitive Research

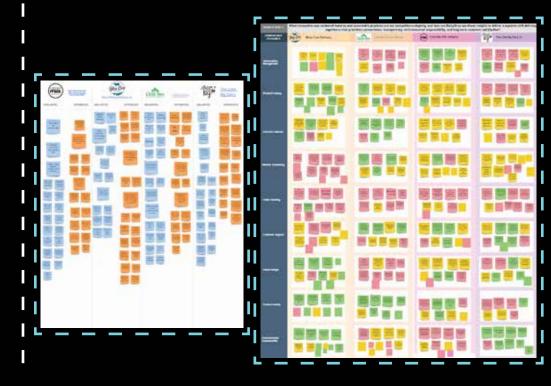
When begining my competitve research for Dairy Drop, I came across a strong contender, a company called Island Farms. It is a milk delivery establishment based in B.C. I found good traits that worked well for the company, and flaws that could be worked on to improve sales, and increase awareness of the brand.



Island Farms https://www.islandfarms.com/en/=products Accomplishments Lacking Areas **Similarities** both brands provide dairy products for their delivery services they provide both have recipes in which different their products flavours of their conducts and nilk to provide

Similiarly, I worked with my team to find the 4 strongest competitors and identify their similarities, differences, strengths and weaknesses.

Which lead to a question "What innovative user-centered features and sustainable practices are our competitors adopting, and how can DairyDrop use these insights to deliver a superior milk delivery experience that prioritizes convenience, transparency, environmental responsibility, and long-term customer satisfaction?"



## Comparitive Matrix

	Blue Cow Delivery	Little Bee Farmer's Market	Cowichan Milk Company	The Little Big Dairy Co.
Subscription Management	Provides subscription service with no cancellation fee if the customer wishes to stop their subscription	Does not offer subscription plans.	Provides subscriptions, and they have customization options.	Does not offer subscription plans.
Product Catalog	Basic catalog with traditional dairy products and limited alternatives	Diverse product selection with limited focus on dairy items.	Primarily focuses on fresh milk, with limited additional products. The catalog is straightforward but lacks diversity	Small catalog and not much variety of products.
Payment Gateway	Limited to debit/credit cards; no support for digital wallets	Offers modern payment solutions with multiple options.	Accepts credit and debit cards only, no PayPal or wallet options	Standard payment options.
Delivery Scheduling	Limited scheduling options	Slow delivery times depending on location and items ordered	Not much information about Delivery Scheduling, however there's no limitation of hours.	Allows for regular delivery schedules, but lacks specific details on flexibility.
Order Tracking	No information about Order Tracking.	No information about Order Tracking.	No information about Order Tracking.	No information about Order Tracking.
Customer Support	Basic support available (e-mail contact).	Basic support available (e-mail contact) and a Facebook Group of the Community.	Customer support via email or by phone	Offers customer support via email, phone, and online form
Visual Design	Classic design in website showing the heritage of milk delivery	The layout feels a bit cluttered and could use more streamlined navigation. The font they used makes the texts hard to read.	Good web design, but responsiveness for smaller devices need work, hard to view certain elements	Cluttered design, background images can be overwhenlimg and taking focus away fom actual content. Font is difficult to read.



