

Dairy Drop

Competitive/Comparitive Research

When begining my competitive 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>

Similarities

both brands provide dairy products for their delivery services

both have different flavours of milk to provide variety

both have a catalog with a streamlined design showcasing their products and ingredients

Accomplishments

focus on supplying from their own brand helps support the local farmers that contribute to the brand

they provide recipes in which their products could be used for the best enjoyment

Lacking Areas

they haven't gone Canada wide with their service and only deliver within B.C.





there is not a clear way to try out their service you have to inquire instead of a simple buy now button

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 overwhelming and taking focus away from actual content. Font is difficult to read. ●

Great ● Needs Improvement ● Not Good ●