### 1. Competitive audit goal(s)

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| Compare the ordering experience of each competitor's app |

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

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| Our key competitors are Burger King, a burger chain that’s slightly cheaper than Burger GO, and has more locations. Burger King uses lower-quality ingredients but is famous for its deals and above-and-beyond delivery service.  Our other competitor is Chillox, a low-cost family-style Italian eatery that has a wide-ranging menu but is famous for its Spicy Burger.   Burger King is a direct competitor to Burger GO. Chillox is an indirect competitor to Zia’s Pizza. |

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

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| Burger King is a fast-food chain that offers a range of burgers, sides, and drinks, and they have an app that allows customers to order food, pay with their mobile device, and earn rewards. The app also includes features such as customized orders and exclusive deals for app users. The quality of Burger King's products can vary depending on location and the freshness of ingredients.  Chillox is a casual dining restaurant that offers a range of burgers, sandwiches, and other dishes. Their app allows customers to order food for pickup or delivery, and it includes features such as menu customization and the ability to track your order. The quality of Chillox burgers is generally considered to be above average for a casual dining chain, with many customers praising the taste and quality of their burgers. |

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

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| Burger King positions itself as a fast-food restaurant that offers affordable and convenient meals, particularly burgers. They have been known for their "have it your way" slogan, which emphasizes customization and flexibility for their customers. Burger King often focuses on promotions and deals to attract value-conscious consumers, and their app rewards program is an extension of this strategy.  Chili's, on the other hand, positions itself as a casual dining restaurant that offers a more elevated dining experience than fast food. They offer a wider range of menu options, including burgers, sandwiches, salads, and entrees. Chili's often emphasizes the quality of their ingredients and the skill of their chefs in preparing their meals. They also offer a full-service bar and a range of alcoholic beverages to complement their menu. |

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

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| Burger King often emphasizes their reputation as the "home of the Whopper" and highlights their commitment to serving high-quality burgers that are flame-grilled to order. They often promote their customizable menu options and encourage customers to "have it your way." Additionally, Burger King has recently focused on their sustainability efforts, such as reducing packaging waste and sourcing more eco-friendly ingredients.  Chillox emphasizes their dedication to serving a wide range of menu options, including burgers, salads, and entrees, and often highlights the quality of their ingredients and the expertise of their chefs. They also focus on providing a relaxed, family-friendly atmosphere for their customers to enjoy their meals. |

**6. Competitors’ strengths** (List)

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| Burger King's strengths:   * Strong brand recognition and reputation as a fast-food restaurant * Affordable menu options and frequent promotions * Customizable menu options to meet customers' preferences * Easy-to-use app for ordering and paying for meals * Commitment to sustainability and eco-friendly initiatives   Chili's strengths:   * Wide range of menu options, including burgers, salads, and entrees * Quality of ingredients and preparation of meals * Family-friendly atmosphere and casual dining experience * Full-service bar and range of alcoholic beverages |

**7. Competitors’ weaknesses** (List)

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| Burger King's weaknesses:   * Perception of lower quality compared to competitors in the fast-food space * Limited menu options beyond burgers, fries, and drinks * Inconsistency in food quality across different locations * Relatively limited international presence compared to other fast-food chains * Limited dine-in experience and atmosphere   Chili's weaknesses:   * Higher prices compared to fast-food chains like Burger King * Limited focus on specific types of cuisine or menu items * Inconsistency in food quality across different locations * Potential perception of being too casual or not upscale enough for some customers |

**8. Gaps** (List)

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| Burger King gaps:   * Limited vegetarian and vegan options on the menu compared to some competitors * Limited breakfast menu options compared to some fast-food chains * Limited focus on healthier menu items and options * Limited international presence compared to other fast-food chains * Limited variety in terms of menu items beyond burgers, fries, and drinks.   Chili's gaps:   * Limited focus on specific types of cuisine or menu items, which may make it difficult to stand out in a crowded market * Limited vegetarian and vegan options on the menu compared to some competitors * Limited focus on healthier menu items and options * Limited international presence compared to some casual dining chains. |

**9. Opportunities** (List)

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| Burger King opportunities:   * Expanding their vegetarian and vegan menu options to attract a broader range of customers * Developing a stronger focus on breakfast menu items to compete with other fast-food chains * Expanding their international presence in markets where they are not yet established * Developing healthier menu options to appeal to health-conscious customers * Offering more diverse menu items to attract customers looking for variety in their fast-food options.   Chili's opportunities:   * Focusing on specific types of cuisine or menu items to differentiate themselves from competitors * Expanding their vegetarian and vegan menu options to attract a broader range of customers * Developing healthier menu options to appeal to health-conscious customers * Expanding their international presence in markets where they are not yet established * Offering more diverse menu items to attract customers looking for variety in their casual dining options. |