

# Competitive Analysis

Two focuses from each target group:

Focuses	Competitors
Merchant Management Platform for Restaurateurs	Lightspeed Deliverect Butlaroo Uber Eats SiteDish
Admin Service CRM Platform for Vendors	Hubspot Zendesk Zoho Pipedrive

## Merchant Platform for Restaurateurs

Merchant management platform maybe affiliated with POS system, as it shares same functionality within inventory management and customer data. POS system may be integrated within the merchant management system.

Merchant platforms are managerial levels of an online ordering system, where it shares two related platform levels:

1. Managerial levels for restaurateurs (restaurant owners) to use in operations of their restaurants.
2. End-user level for consumers to use for ordering within the domain of a restaurant.

Online Ordering Systems (OOS) are essential for efficient business growth and enhancement of brand exposition and marketing, due to its powerful usage for consumers to conduct ordering within the palm of their hands. With the right display of information, OOS platforms provide better accuracy of prices and user feedback, creating a smart digital experience for consumers to order without long periods of time and/or interaction with employees.

Competitor	Features	Description
Lightspeed	POS System, Loyalty, Self-order menu, Kitchen Display, Customer Facing Display, Payments, Delivery, Order Anywhere, Integrations, Hardware	
	Dashboard	Showcases revenue, receipts, and customers
	Reporting	Encapsulates daily, weekly and monthly reports of operations
	User management	Manages affiliated employees and user groups (employee, chefs, etc)
	Floor Planning	Visual configuration of floors within restaurants
	Devices Overview	Sees list of available devices
	Printers	Printer module and printer templates to print bonds or checks
	Company setting and configurator	Personalize your company
	CFD (Customer Facing Display)	interface that customers see to interact in order-related cases
	In-app chatbot support	Chatbot available for extra help
	Task creation and logs	See your history of tasks made within a certain time period
	External Integration	Requires talking to an expert for setup
<b>Pros</b>		<b>Cons</b>
1. Great usage of color coding and categorization 2. Easy navigation and powerful sidebar 3. Combination of visual and quantity data 4. Great configurators 5. Powerful tools available for direct usage 6. Digital operational management via users and task logs		1. External integrations that require expert setup 2. Less user-friendly features, however is usable

Competitor	Features	Description
Deliverect	Delivery Manager App, Order MGMT, Menu MGMT, Insights Online Ordering, Kitchen Display, Dispatch, Pickup MGR	
	Operations Reports	Overview of tasks/changes made; version history
	Orders	List of order histories, including revenue, average value, and missed revenues
	Locations	Contains channel links to which you can setup with other ordering platforms (deliveroo, uber eats, etc). Syncing changed products from the POS system is possible to ensure that all items are in sync within different channel links.
	Menus	Menu management system (setup your menu list, order items, availability etc)
	Snooze	Disable order items for a select period of time
	Inventory	Shows inventory list, with ingredients and stocks
	Products	shows order items, related products sold, configuring products to be sold
	Global Switching	Enters busy mode; pauses your online stores when there's too much traffic
	User Management	Manages users within the company
	Roles & Role Groups	Bundles access into roles & roles group for employees
<b>Pros</b>		<b>Cons</b>
1. Fine-tune menu for different delivery apps 2. Whitelabel system for easy configuration 3. Pleasant fonts for neurodiverse users 4. Demo video available for onboarding		1. Overwhelming feature list 2. Similar styling at every tab that may disrupt user focus and creates navigation error

Competitor	Features	Description
Butlaroo	Mobile Ordering & payments	Pay and order from your mobile via QR ordering
	Integrations	Integration available with several third-party apps
	Account	User accounts for noting allergens, history orders and personal configurations
	Order Menu and History	Shows order menus, history of ordered items
	Butlaroo Kiosk	Self-service kiosk system for in-store ordering experience
<b>Pros</b>		<b>Cons</b>
1. Simple and efficient mobile ordering and payment solutions 2. Whitelabel solution that can easily be changed with any store/design		1. Does not offer full demo of management 2. Not the fondest app layout 3. Functional, but not the most eye-catching design components 4. No onboarding

Competitor	Features	Description
Uber Eats	Menu maker	Menu Management Tool for adding and configuring menu items
	Feedback	List of customer feedbacks and ratings
	How-to guide	Onboarding experience for new users
	Analytics	Real-time data visualization
	Reports	Reporting based on gathered operational data
	User Mgmt	Management of employees or users of the platform
	Marketing	Marketing strategies and solutions using automation
	Documents	List of documents available for users
<b>Pros</b>		<b>Cons</b>
1. Clean and versatile platform layout 2. Simple naming and indications 3. Great usage of navigation and menu tabs 4. Straightforward tools for fixated use cases 5. Complete guidelines and user support		1. No free trial/demo

Competitor	Features	Description
SiteDish	Order Site & App	Consumer-level ordering site and application
	POS System: <ul style="list-style-type: none"> <li>- Order Management</li> <li>- Table Function</li> <li>- Archive</li> <li>- Card overview</li> <li>- External integrations</li> </ul>	<ol style="list-style-type: none"> <li>1. Multi-screen ordering</li> <li>2. Visualized overview of in-store processes</li> <li>3. Sales reporting and operations overview</li> <li>4. Table booking</li> </ol>
	POS Hardware: <ul style="list-style-type: none"> <li>- Cash register</li> <li>- Order column/kiosk</li> <li>- Pincode</li> </ul>	Runs on any Windows devices
	DeliveryApp	Delivery Application for making deliveries Works for both android and ios Connected with main dispatch channel in mgmt platform
	Marketing Tools	Newsletter Push notifications Savingscard/loyalty programmes Lost customer (send messages to lost customers) Upselling (giving suggestions to customer orders) Dates (reporting and analytics saved)
<b>Pros</b>		<b>Cons</b>
<ol style="list-style-type: none"> <li>1. User centered website</li> <li>2. Friendly and feasible promises with evident images of system</li> <li>3. Cohesive system and features</li> <li>4. Simple interface, active customer support</li> </ol>		

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