

## Summary

I did a competitive analysis of three different applications to establish who the potential competition might be and how newlocal could differentiate itself. I looked at the Yelp application, Bar Finder application and EPL Live application and found several weaknesses of these companies leaving ample opportunity to jump into the market.

## Yelp

Internal Factors	External Factors
<b>Strengths</b>	<b>Opportunities</b>
Brand name => synonymous with business reviews.	Can have additional features yelp doesn't offer
Large community of reviewers	Be more specific and target users and business'
Trusted	More modern look for a younger design oriented user base
Large market share	Could incorporate demographics more seamlessly
Covers a large number of business types	
<b>Weaknesses</b>	<b>Threats</b>
Branding seems older and outdated	Larger companies like google and facebook that have similar products and are well known brands.

## Key Takeaways

Yelp is extremely well known with large market share that has a very large millennial audience. It can be used to search a wide variety of things and is free for basic use.

<b>Positioning:</b>
well known name with a large market share
<b>Primary Audience/Users:</b>
millennials
<b>Differentiators/features:</b>
can search more than just restaurants, it's free for its basic use

## Bar Finder

Internal Factors	External Factors
<b>Strengths</b>	<b>Opportunities</b>
It is associated with direct tv which is a well known tv company.	User interface sucks
	they have limited sports
	has limited information about actual locations
<b>Weaknesses</b>	<b>Threats</b>
has limited information about actual locations	larger companies like facebook and google
hard to use	app with better user interface and more information available
can't search my team	
doesn't have a lot of sports	

## Key Takeaways

This is a relatively unknown app that doesn't seem to position itself in any which way. I don't think it has many users.

<b>Positioning:</b>
?
<b>Primary Audience/Users:</b>
sports fans
<b>Differentiators/features:</b>
?

## EPL Live

Internal Factors	External Factors
Strengths	Opportunities
easy to navigate interface	have local information about where and when i can watch the games
has up to date content	update the ui to make it more professional and modern
can choose team you want to follow	can make the navigation more familiar/easier to find... am finding navigation features i've never seen until today
can choose league or competition you want to follow	
Weaknesses	Threats
doesn't give me local information	other apps and websites that give the same information
ui seems a little dated, not sleek and modern	google
has no information about pubs and bars where i can watch the games	competitors buying the content they provide

## Key Takeaways

This is a good app for getting information and finding news articles, but it doesn't help with finding a place to watch the game.

<b>Positioning:</b>
sports app with information about one league at a time
<b>Primary Audience/Users:</b>
millennials, sports fans
<b>Differentiators/features:</b>
easy to use navigation at bottom of app