

Coffee with You

Coffeewithyou.com provides an online community for all coffee lovers to express everything about coffee.

Specifically, coffeewithyou.com gives a social platform for coffee lovers to recommend their favorite coffee shops in their local area. By giving comments to these coffee shops, owners will know what they do well and what they still need to improve by accessing our website. The target users are everyone around the world, thus people know where to drink extraordinary coffee even when they are travelling. Also, our website provides spaces for users to review coffee brands, share recipes, and guide to coffee making. It is a good place for coffee lovers to share essential information. In addition, our website also organizes activities and gatherings. Depending where the majority of our clients are, we hope to conduct some gatherings in several locations at least twice a year.

Owners of coffee shop are our targeted users. As most owners enjoy coffee, and they may also want to identify some potential competitors in their area, they might find our site is useful. Another type of user is people who need to wake up early. Because caffeine is known as the best solution for waking up, most people rely on coffee in staying awake for the whole day at work. Thus, working people might be interested in where to buy the best coffee in their area. As a result, our website provides a great guideline for them. Lastly, genuine coffee lovers will love our site because it gives them a comfortable place in matching with other users who have similar interest with them. In fact, coffee can lower people's disease risk, maintain weight, improve liver function, and prevent cancer. As coffee can provide many advantages to our body, it is important to create a reliable place for users to share their experiences or founding of coffee.

For American users, yelp.com is a strong competitor. It features reviews of customers in different types of restaurants, including coffee shops. The biggest disadvantage of us compared to yelp.com is they have a strong network. Most people feel comfortable in writing a comment in Yelp because they believe owners will look carefully on the comments of Yelp, and make necessary change or improvement accordingly. On the other hand, they think these comments give users idea on how their experience with this restaurant will be. The biggest advantage of us compare to Yelp is we focus on a particular type of store – coffee shops. We believe some of our users are experts of coffee, and they will provide precise feedback on the product. In addition, our users are world-wide. They can provide feedback for coffee shops all over the world, and it will be a big advantage for users who want to try good coffee when travelling.

Another competitor is coffeeforums.com. It features information and discussion about coffee beans, coffee makers, coffee machines, coffee table, bean grinders, coffee shops, and news about coffee. Basically, we provide similar information to coffee lovers. Coffeeforum.com started at 2011, and there are more than 30,000 members nowadays. This is the biggest disadvantage for us because coffeeforum.com is already a trustable page to coffee lovers, and we are just starting our site. However, as we are aiming to organize activities for users, this will be our advantage because it is unique.