

# Competitive Analysis for FrokLand

Tested for Login, Signup, Credibility, Searching, Filtering and Checkout Processes

Competitors	Strengths	Weaknesses/Oppurtunities
<b>daraz</b>	Variety of Products to select from	slow delivery
Biggest online store	Already established, Well known	too many suppliers, quality insurance is not good
	Cart and Wish list are powerful	Not a clear payment method selection section
	Search and many filter options	No option to filter by fabric type
<b>shophive</b>	Well known popular online store	Login was frustrating, No social login
Most credible online store	On Call support was excellent	Signup was difficult
<b>elo</b>	Good clothing niche	Signup was confusing for first time users
Export quality left overs sold to customers on cheap prices	Simple checkout process	No wishlist feature
	Return policy and phone numbers on first page	No color filter to select clothese by colors
	seemed reliable and had many reviews	
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