Target Group:	Staff at pizza restaurant			
	Competitors/Comparitors			
	OpenTable	Simplybook.me	Booking Ninja	Most Important findings:
Strengths	Provides lots of operation solutions. Has the ability to analyze turnover times and can add users to waitlists and text them when their table is ready.	Rather than be a hub for lots of different restaurants, simplybook.me is much more personalized for the specific brand and makes it so the business can integrate it directly into their website or have them create a website for them.	Customer no-show prevention. Automatic confirmation emails and guest reliability scores.	Set Max occupancy of restaurnt Add CRM aspects such as add tags to top spenders etc. No-show prevention
	Great CRM aspects that maximize their relationship with their customers. Make better plans when guests pre-order party size-specific or seasonal menus. Send customized emails to regulars with special offers. Personalize the experience with top-spenders with tags and guest notes	Can split the restaurant into different sections so that it can be more personalised for the customer. For example, you can label some tables as "By window", and the user can select tables specific to being next to a window.	Can set the amount of occupancy you want within the restaurant. This is perfect for when you want to allow walk-ins as well. For example, if you have 40 available seats, you can allow up to 30 up-front bookings for allowance of walk-ins. You also might want to give certain tables more than the average time. Because of this, you dont want the occupancy to be total availability	
Weaknesses		Pricing is very expensive in comparison to it's competitors	Not specific to restaurant scheduling so doesn't offer as many CRM capabilities in comparison.	
		Some consumers say the interface dashboard is quite confusing initially.		