

## 1. Competitive audit goal(s)

Compare the ordering experience of each competitor's app

## 2. Who are your key competitors? (Description)

Our key competitors are Gamestop, is an American video game, consumer electronics, and gaming merchandise retailer. It is more expensive but overall more famous. Gamestop is extremely well known but lackw the personal touch Jeux Arcade aims to provide, however it has many deals and offers for it's older customers.

Our other competitor is Marty's Jookestore, a local retailer, comparatively cheaper but doesn't have a lot of traffic due to the pandemic.

Gamestop is a direct competitor to Jeux Arcade. Marty's Jookestore is an indirect competitor to Jeux Arcade.

## 3. What are the type and quality of competitors' products? (Description)

Gamestop's app is simple but is incredibly easy to use. It lets users select their games, add limited discount codes, do one-click payment through saved account information, and track the delivery process every step of the way. Gamestop places a strong emphasis on "fast service," but doesn't offer personalised recommendations and isn't accessible for users with English as a second language.

Marty's Jookestore's app is visually more ornate and geared towards helping users navigate its categories. Their app offers a large variety of game genres, but doesn't specifically offer any recommendations or choice helpers. The Marty's Jookestore app's payment process needs work, requiring users to reinput their payment information and address every time they order. The app does offer audio and multi-language accessibility features, though, and integrates well with digital voice assistants.

## 4. How do competitors position themselves in the market? (Description)



Gamestop positions itself as offering “biggest video game purchase store”. Gamestop is expensive but, reliable, and will deliver almost anywhere. This makes its customers particularly loyal. Its app is famously simple to use and its delivery service is excellent, making it a go-to staple for people buy video games.

Marty's Jookestore positions itself as “local and true” They offer a kid-friendly environment, and in-store customer service, they also carry comic books and kid-friendly section. Their app is geared towards users who are already experienced in video gaming, with a customer base that speaks multiple languages.

### 5. How do competitors talk about themselves? (Description)

Gamestop describes itself as “Canada’s Biggest Video Game Retailers.” They claim to deliver anywhere and everywhere. They emphasize that their app is simple to use, remembers your payment info, and lets you track your deliveries every step of the way.

Marty's Jookestore markets themselves as a place for families. Their motto is “Our house is your house.” They tell customers their app is best for video games enthusiasts and is accessible to lots of people who can’t speak or read English.

### 6. Competitors’ strengths (List)

Gamestop’s strengths include:

- Offering 30-mile+ delivery radius
- Making ordering and paying on their app easy
- Ensuring strong delivery quality standards
- Providing excellent tracking for the orders on their app

Marty's Jookestore’s strengths include:

- Offering an elaborate and ornate app design
- Including design decisions that simplify the store’s large catalogue for users
- Making customers feel welcome
- Providing excellent app accessibility



## 7. Competitors' weaknesses (List)

Gamestop's weaknesses include:

- Offering audio features in the app
- Offering the app in languages other than English
- Offering personalised recommendations from experts/owners options

Marty's Jukestore weaknesses include:

- Improving their in-app payment process
- Improving their delivery tracking and making sure their delivery ETAs are accurate

## 8. Gaps (List)

Some gaps we identified include:

- Competitor products don't offer specifically personalised recommendations
- Competitor products provide a limited amount of accessibility features
- Order and delivery process isn't clear or intuitive

## 9. Opportunities (List)

Some opportunities we identified include:

- Offer personalised recommendation by owner/experts
- Offer daily tech blogs to educate users
- Integrate our app with voice assistive technology
- Create a straightforward process for order, checkout, and delivery tracking

