

Competition:

1. Yelp

- *Strengths:* Loyal users, convenient, easy to use, #1 site to leave reviews/rate places - people rely on that information to make choices, has different businesses to search; not just food options
- *Weaknesses:* Not all restaurants listed have food ordering/delivery, not all information is up to date and/or accurate, reviews can be biased, has so many businesses - not focused on one business
- *Opportunities:* Narrow focus down to food trucks - should be easier to maintain accurate information that's up-to-date, user friendly, entice users to leave reviews and rate food trucks as they try them out
- *Threats:* Not all food trucks are available every day, people like convenience - majority of food trucks will not deliver

2. GrubHub

- *Strengths:* Easy to use food delivery services, offers promo codes/discounts for new users, offers pictures of items with menus and food prices
- *Weaknesses:* Not always reliable - many times their delivery times are off resulting in upset customers, not all restaurants are listed and/or available when customers want to order from there, charges for delivery at most restaurants
- *Opportunities:* Focus on food trucks, maintain accurate information, have incentive/loyalty programs to retain users, offer pickup and delivery options for food trucks that will agree to do that
- *Threats:* Competition of food delivery services, owners of food trucks need to work with our company to provide the accurate information on their menus, hours, etc.

3. Roaming Hunger Food Truck Finder

- *Strengths:* People loved the idea of this application, app works well and states necessary information
- *Weaknesses:* Inaccurate and no menus, areas of improvement such as more buy-in from the food truck community to get involved on this application, unreliable and very limited
- *Opportunities:* Make this app the best in the field, get food truck community to review and rate food trucks on app to make it reliable and trustworthy

4. Follow That Food Truck!

- *Strengths:* Awesome interface, great idea
- *Weaknesses:* Majority of the trucks do not load on the screen, needs to be worked on; trucks aren't showing on the screen and there is a very limited number of trucks at any given time
- *Opportunities:* Have reliable features within the app, work with food truck owners to get their input and information, create app that's convenient and easy to use