

January's Competitor Analysis for Kent's Cup

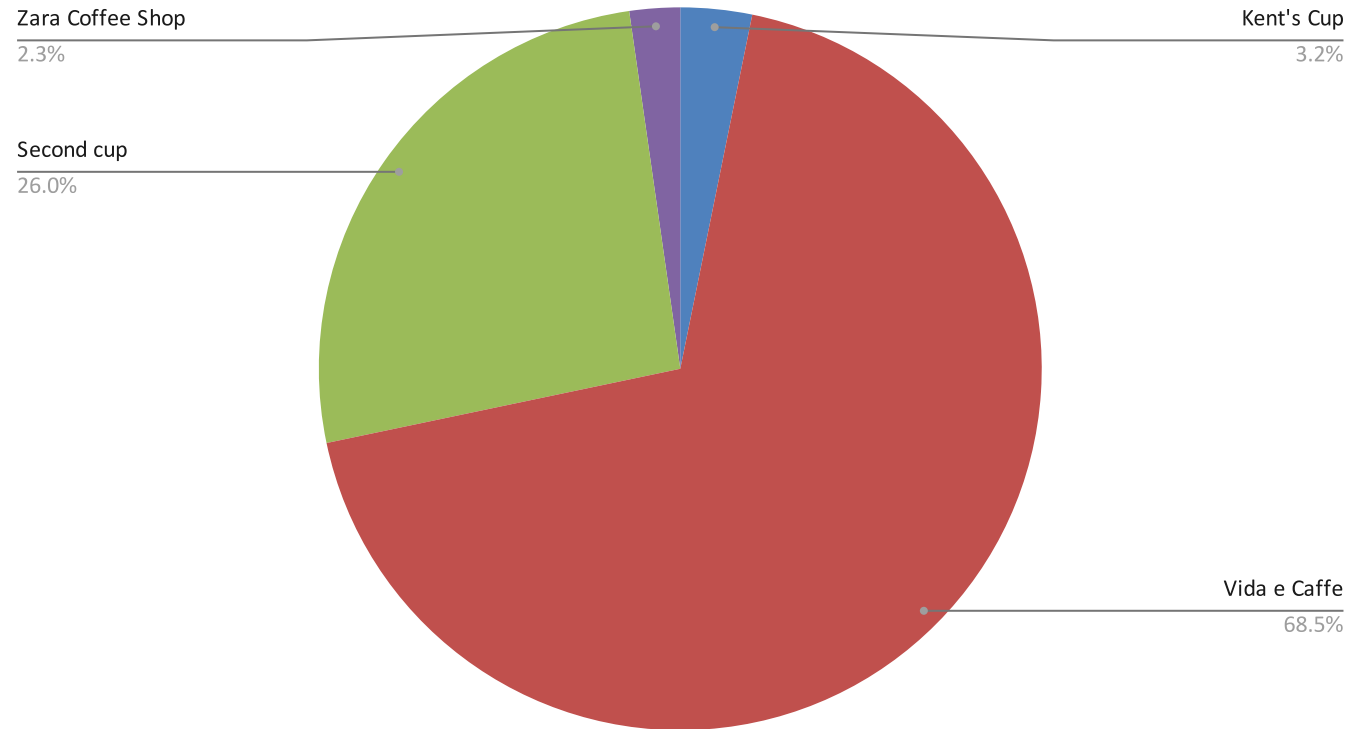
This Analysis was made based on three competitors namely: Vidae caffe, Second Cup and Zara Coffee Shop

SWOT Analysis	
Strengths	Weaknesses
Their advantages 1. Popularity 2. Strong brand 3. More stores 4. Customer Loyalty	Areas for improvement 1. High prices 2. Limited access 3. Customer Service 4. High Employee Turnover
Opportunities	Threats
Situations to apply their advantages 1. No coffee shop around Haatso 2. Giving people around more places to visit 3. New products and better services 4. Less crowded rooms	Where they are at risk 1. Falling Economy 2. CoVID-19 cases increment 3. Price spikes in coffee and food prices 4. Cheaper prices from competitors.

Market Share of Coffee shops according to Instagram Following

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Number of following



Review

Compared to last month, we noticed that Kent's Cup page saw a 0.5% increment in their market share. Second cup also had an increment of 0.2%. While Zara Coffee Shop and Vidae Caffè maintained their market share percentage. From this analysis we can say Kent's Cup is improving.