

# Competitive Analysis

## COMPANY

**EVERLANE**

American online clothing retailer based in San Francisco.

## STRENGTHS

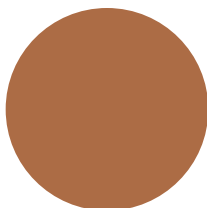
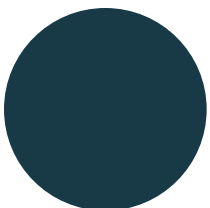
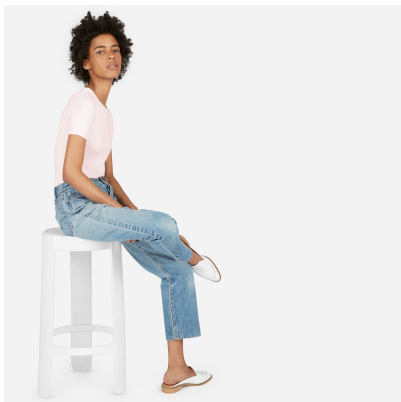
Their low prices and their transparency strategy. The business strategy is based on cutting the middleman to cut costs. With that being said the prices are generally fair. for example a men's crewcut sweater is \$65CAD + Shipping and taxes. For what the quality is made for, the sweater is built better than sweaters that are in the same price range.

## WEAKNESSES

Their low selection of clothing and their focus on essential clothing (plain t-shirts, and plain chinos) does not make them stand out from other retailers.

## WHAT TO GAIN FROM THEM

What makes Everlane stand out is their transparency of clothing. Each article of clothing is meticulously documented from the facility it's made down to the shipping cost. This information provided by Everlane gives the consumer a sense of honesty and loyalty.



# Competitive Analysis

## COMPANY

**AMAZON**

e-commerce and  
cloud computing company

## STRENGTHS

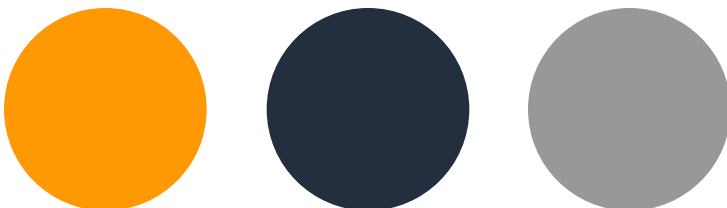
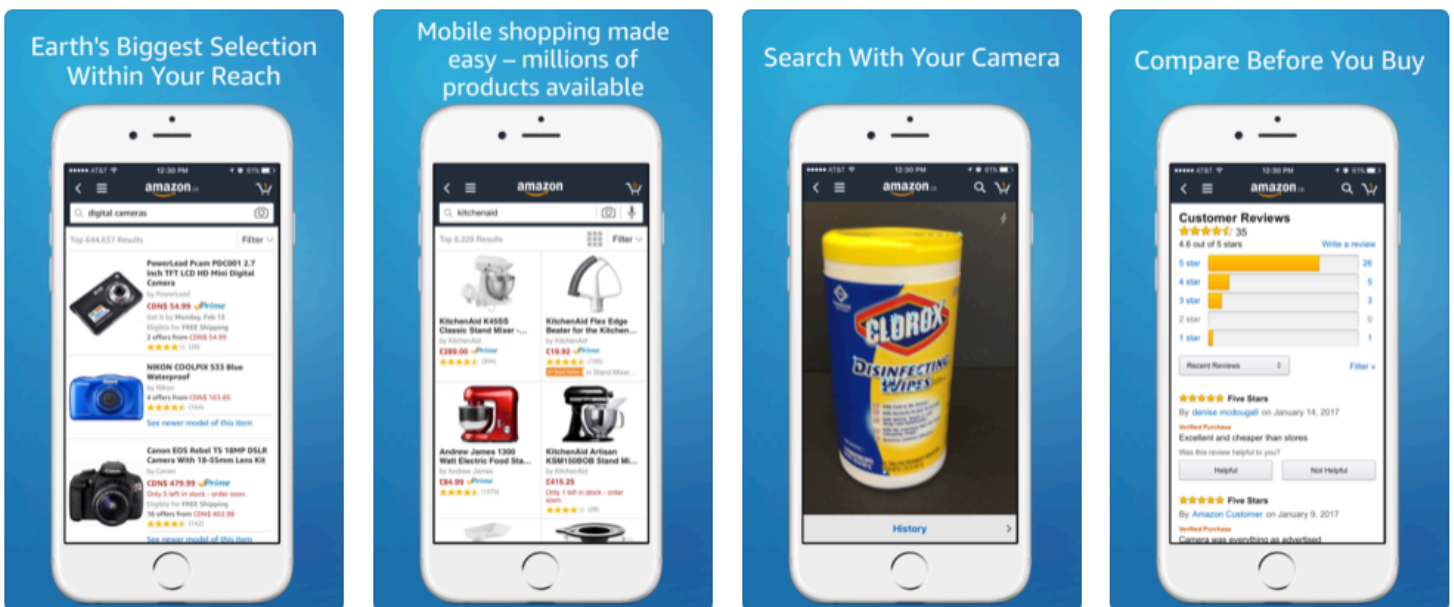
Fast and reliable shipping, return policies,  
customers service basically all of the above.

## WEAKNESSES

N/A

## WHAT TO GAIN FROM THEM

There is no need for an introduction for a company like Amazon. The reason why Amazon is chosen to be one of the competitors is because of their fast shipping protocol.



# Competitive Analysis

## COMPANY

**ARRIVE BY SHOPIFY**

Package Tracker app

## STRENGTHS

A quick and simple way to gather all the packages that you are tracking right from your email

## WEAKNESSES

There's not enough information or features in the app.

## WHAT TO GAIN FROM THEM

The simplicity of their app and the ease of collecting all your tracking information in one go. this feature could be replicated into the product.

