

1. Competitive audit goal(s)

Compare the Competitor for making unique and attractive application

2. Who are your key competitors? (Description)

Pune Tadka :- Indirect Competitor offering great range of Chinese food. Targeting main students

Italian world:- Indirect competitor offering great range for Italian food. Main customer is working employee

A2Z Adda :- direct competitor offering variety of food items with great offers. Collage students, families and working professional

Food4u:- Direct competitor offering a variety of food with great budget. Customized option is one of the successful key

3. What are the type and quality of competitors' products?

(Description)

Pune Tadka:- it's famous for local business local customer reliable very much. Low cost Chinese food one of the key of this business

Italian World :- famous for pizza's varieties of pizza make this special and first choice of pizza

A2Z:- this is famous for a2z service support their combo package is very attractive

Food4u:-customized feature is one of the best part of the food4u makes separate from other competitors . covering a large amount of this business

4. How do competitors position themselves in the market?

(Description)



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Pune Tadka:- Pune tadka is first choice for Chinese food when students want to eat Chinese food different types of momos along with their sauces make this first choice for Chinese food.

Italian food :- pizza's for everyone. A lots of varieties of pizza with different sizes make first choice for pizza's. packing is one of the attractive part of representation.

A2Z adda-l place where we got many of items so that we can order varieties of food from one place. Which provide us great offer percentage deal. 30 min delivery is one of the best option which make this a separate place in market

Food4u: offer's a good range of food with excited offer and taste. Famous in students for their wide offering schemes

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

Pune Tadka:-“Chinese means Pune tadka” they claims a good Chinese food wit effective price and taste

Italian world:-“Pizza what you want we serve”. provide a wide range of pizzas with different tastes and sizes which make then available for every segment of customer like student's working professional

A2Z Adda :- “one store for your craving” offer a wide range of different food's in same place. Their combo pack gives competitive advantage.

Food4u:-“choice yours food ours” . Customized food option one of the best part of food4 u . timely offer make user to check the app frequently

6. Competitors' strengths (List)

Pune Tadaka

- wide variety of Chinese food items
- wide variety of sauces

Italian world

- wide variety of pizzas
- all types of size available small medium large extra large

A2Z adda



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- offer wide varieties of food in single place
- attractive combo packs

Food4u:-

- offer wide varieties of food in single place
- customized option
- attractive packing

7. Competitors' weaknesses (List)

Pune Tadaka

- not present online platform

Italian world

- poor packging

A2Z adda

- not available customized option

Food4u:-

- offers are limited

8. Gaps (List)

- packaging is not upto mark
- attractive application
- updatation services of offers

9. Opportunities (List)



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- good delivery option
- combopacks
- attractive offers
- packaging
- app interface
- payment options
- tip option

