

Competitive Audit Report

Competitive audit goal

Analyzing the order and payment processes as well as the general user experience of each competitor's app

Who are your key competitors?

Our key competitors are

1. **Cebu Buns** - a direct competitor who is offering a similar Southeast Asian Cuisine to a similar target audience in a similar area. They offer a wide variety of Filipino food.
2. **BC Taco & The Mid East Feast** - Indirect competitors who are offering a slightly different product to a similar target audience. They offer Mexican food (BC Taco) and Middle East fast food (The Mid East Feast). Both of their locations are slightly further away compared to Cebu Buns.

What are the type and quality of competitors' products?

Cebu Buns has a well designed app. It is clean, simple and easy to use which makes the ordering process smooth and straightforward. While it is fairly easy for the users to order a meal from the app, it is not as straightforward if you only want to check out the menu without ordering. The presentation of the menu needs some improvements as users need to go through a lot of clicks to just browse through the menu. The app has great features that allow users to order in advance for later pickup and notification for tracking so users know when to pick up.

BC Taco has a more simple website app compared to the other 2 competitors. The interface is fairly similar to Uber which users are probably quite familiar with so it'll be pretty friendly for first timers. The menu is laid out very nicely with all the necessary details and it displays a rating system in the menu which is very useful for users. However, it focuses on basic functionality and is somewhat limited in features (no loyalty program, no order history, no tracking, etc).

The Mid East Feast has also a very well designed app. It communicates a more modern, minimalist feel. The visual looks pleasing and well thought out, but does not always host an intuitive user experience. The app has similar features to Cebu

Cebu Buns (without the advanced order feature) and makes it easy for users to navigate through the app and order. It has the option to buy a gift card and send it to others

What are the type and quality of competitors' products?

Cebu Buns positioned itself as a Filipino food truck that carries a list of menu items you don't often find in the restaurants. It is a combination of Filipino and western flavors to cater to a wider range of audience that might not be too familiar with Filipino cuisine but still get the taste of that authentic Filipino flavors.

BC Taco has been around the longest among other competitors. Vancouver residents are very much familiar with Mexican cuisines and their reputation helps them to attract a wide range of audience without much advertising. They position themselves as a Mexican cuisine food truck that offers a wide variety of cuisine from taco, burrito, quesadilla and more with a price of fast food.

The Mid East Feast positioned itself to customers who are mainly looking for Halal options, but also attract other audiences who are non-Muslim. It mainly targets audiences who are also non-vegetarian as their menu involves a lot of meat variety as that is part of Middle Eastern food cultures. They offer a combination of cuisines from different Middle Eastern countries.

How do competitors talk about themselves?

Cebu Buns markets itself as a Filipino food truck that carries a list of menu items you don't often find in usual Filipino/South East Asian restaurants. It is a combination of Filipino and western flavor with a list of menu items that were created by the owner himself (an American born Filipino man).

BC Taco markets itself as a Mexican food truck who offers large varieties of authentic Mexican cuisines with restaurant quality. With the rating display that they have in each menu item, it shows how well known/popular they are and how confident they are to show the quality of their food.

The Mid East Feast markets itself as halal Mediterranean food that mainly focuses on Donair/Shawarma that provides a specific type of audience, such as Muslim, a great food truck experience. The app also makes it easy for users to buy and send gift cards to others users/non-users and this allows them to encourage/invite others to try the food truck.

Competitors' strengths

Cebu Buns

- Using visual design to communicate company ethos
- Remembering user payment information
- Remembering user's order history
- Advanced ordering
- Having loyalty program
- Tracking notifications

BC Taco

- Very straightforward ordering process
- Rating display on each menu item
- Having a greatly laid out menu details/description
- Tracking notifications

The Mid East Feast

- Using visual design to communicate company ethos
- Remembering user payment information
- Remembering user's order history
- Allowing users to buy and send gift cards to others

Competitors' weaknesses

Cebu Buns

- Have to go through a few clicks to get to the details of each menu
- No rating system
- Can't view menu without pressing 'Order Now'

BC Taco

- No order history
- No loyalty program
- Branding on the web app is not strong
- Opening hours are only display for that specific day, should have shown all 7 days info

The Mid East Feast

- Have to go through a few clicks to get to the details of each menu
- No rating system

Gaps

Both Cebu Buns and The Mid East Feast doesn't have any rating system and their menu presentation is not as straightforward and easy to access.

BC Taco does not offer loyalty program neither order history and branding doesn't reflect the company's brand.

Opportunities

- Provide quick and easy way for returning users to reorder past orders
- Provide loyalty programs for users
- Having a rating displayed on each item menu
- Provide advanced ordering
- Provide the option to buy and send gift cards