

## 1. Competitive audit goal(s)

To deliver snacks, beverages, and food items to customers that are pool/beach side.

## 2. Who are your key competitors? (Description)

**GoPuff (Direct)**– A large category of deliverables, firstly snacks, but also items like groceries, alcohol and cleaning supplies.

**DoorDash (Indirect)**– Offer local food delivery that would otherwise not be delivery.

**Drizly (Indirect)** – Partnered with thousands of retailers to deliver beer, wine and spirits.

## 3. What are the type and quality of competitors' products? (Description)

**GoPuff (Direct)**– They deliver the same products and even more to customers no matter where they are. They do so in a timely manner, and for a good price.

**DoorDash (Indirect)**– They offer food from local restaurants to people no matter where they are. They are more expensive; however, they are delivering mostly full meals rather than snacks.

**Drizly (Indirect)** – They offer deliverable wine, beer, and spirits. They are specifically dedicated to alcohol delivery, which is a part of what we hope to offer as well.

## 4. How do competitors position themselves in the market? (Description)

**GoPuff** – Millennials, College aged individuals that are looking for a few items without having to shop. Not a high-income demographic, that spends on smaller priced items.

**DoorDash** – Millennials and families that are looking for a meal delivery, income is wide versed, and typically will spend on meals to make the delivery fee worth it.

**Drizly** – Adults, probably in the higher range of income and spending habits.

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



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**GoPuff** – They like to market themselves as a company that provides too busy college students, with snacks and essentials.

**DoorDash** – They like to market themselves as a company that is there to provide for its community, to extend the reach of local restaurants to its clients.

**Drizly** – They are a very statistic driven company, they speak as a company that got its founding, by stumbling across a gap in the delivery market.

### 6. Competitors' strengths (List)

**GoPuff** – Great selection, Ease of use, Laid back feel, and Good brands.

**DoorDash** – Professional feel, Large reach, Sharp, Great selection, They now have DashMart which is very similar to snack delivery.

**Drizly** – Great brands, Easy to use, Accommodating if products are not immediately available (*offer a 2 day delivery on everything at minimum.*), Fun logo and design

### 7. Competitors' weaknesses (List)

**GoPuff** – They have such a large catalog it can seem cluttered, A lot of call to action, when searching it provides options like medicine along with snacks, some options seem wildly different from one another.

**DoorDash** – sometimes feels like certain businesses get top billing because of how much money they cost, They are kind of bland in the creative site look, They rely on restaurants and customers images to portray restaurants.

**Drizly** – They don't have a lot of options within certain areas, You are able to select options and when you get to the brand of that spirit/wine/beer there will be a dead end if no options are available.

### 8. Gaps (List)

**GoPuff** – Warm snacks, free delivery, professional look and development.

**DoorDash** – Such a large reach it is hard to give smaller businesses a fair chance, as well as promote all business/products equally.

**Drizly** – Deadends, not able to provide across the nation, still young.

### 9. Opportunities (List)



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**GoPuff** – I think if they were just to calm down about all the options they have to offer and have a more clear and concise way of organizing their products it wouldn't be so overwhelming upon getting to the landing page.

**DoorDash** – I think that DoorDash is the closest to having everything right, however it would be nice to see if they could allow the business selling products more space to customize their stores look.

**Drizly** – They need to make it so that options are unavailable to even click on if they are not available in that location. They ask for location upfront, so they should be able to remove options from being clicked on so that the customer doesn't reach a dead-end. Or at the very least offer other options.

