

## **Escapade - Competitive audit**

**Goal:** Compare the user experience of each competitor's app/website

### **Who are the key competitors?**

1. Great Outdoors India – It's a local store that supplies products for all sports and outdoor activities online. It caters to the local market.
2. Addventure – It's a local store that supplies products for all sports and outdoor activities online. It caters to the local market.
3. Kiehberg – It's an indirect competitor. It's an online store selling sports & adventure supplies all over India.
4. Decathlon – It's an indirect competitor. It's an online store that sells sports & adventure supplies all over India. It's a very strong brand, well known for the quality of products and the top brands.

### **What are the type and quality of the competitors' products?**

The quality of products from the direct competitors is average. These competitors cater to local markets.

One indirect competitor – Kiehberg, who sells all over the country also has average quality.

Another indirect competitor – Decathlon sells only the best quality supplies. It is well known for its quality. All top brands are available with Decathlon.

### **How do competitors position themselves in the market?**

Direct competitors do not have a strong branding. Their online presence is very average. They have hardly focused on the UX of their websites. They are well connected with the local customers who visit their physical store to buy products.

One indirect competitor – Kiehberg is an online store and has countrywide reach; but still their website needs a lot of improvements to provide a better user experience.

Decathlon is an online store that has a very strong brand. Their website has invested in providing a really good user experience. Decathlon has products in a higher price range; it is well known for the quality and thus higher price seems justified to the user.

## **How do competitors talk about themselves?**

Our direct competitors do not have a strong brand. They have a good connect with local customers. They comparatively lower prices, good offers & discounts to attract the customers.

Kiehberg is an online store and sells countrywide. The products are comparatively low price but there is no branding.

Decathlon is the only competitor which has a strong brand and they present themselves as the best in the market providing best quality products.

### **Competitors' strengths:**

- Strong connect with local customers (direct)
- Strong brand image (Decathlon)
- Great UX (Decathlon)
- Great products (Decathlon)
- Competitive prices (direct)

### **Competitors' weaknesses:**

- Poor UX (direct)
- Lack of connect with local customers (Decathlon)
- Product quality not assured (direct)

### **Gaps:**

- Provide good user experience along with good connect with local customers.
- Give assurance of quality to the local customers.
- Provide good service to build long term relationship with the customer base

## **Opportunities:**

Create a strong brand in the local market.

- Build trust in the local market by providing quality products and good service.
- Create excellent user experience for online buyers.

## **Final remarks:**

In a competitive audit, it was found that the direct competitors who have a very good connect with local customers do not have a strong brand identity and lack good ux on their websites. An indirect competitor that has a very strong brand image lacks local connect. We can combine the strong brand image, good ux and a good local connect to provide more value to the users.