

Competitive Audit Report

1- Competitive audit goals

- Compare the user experience of each competitors ordering website at this point No ordering app is available
 - Each competitor is using a 3rd party app for ordering
 - Compare menu items, ordering and dining options and features
-

2- Who are Lemon tree key competitors ?

- | | |
|-----------------|----------|
| - Peas | Direct |
| - Mama tierra | Direct |
| - Falafel house | Indirect |

Peas is a small size restaurant focused on plant based dishes, their main values are Quality integration and producing Zero waste .

Mama tierra strong logo and branding indicates a clear brand voice promoting Tasty & healthy food equally accessible to all as their core values .

Falafel house main values are simplicity & authentic taste which allows Inclusive and easy approach to all varieties of customers.

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

Peas , Mama Tierra and Falafel house

Offers Dine- in , Take away and order via phone no website ordering.

The tone is friendly and direct however it's hard for the user to get to know

The core values or the ingredients & nutrition value are not clear .

- No Gluten free or allergies dedicated dishes
- No calories chart or calculator
- No accessibility for visually impaired or non English speakers
- No Menu images or photographs of items
- No reward or loyalty
- No special dishes for kids or people with specific dietary needs

Such as :

Lactose intolerance

Colon sensitivity and disorders

Detox and special diets

Gluten digestive disorder

4- How do competitors position themselves in the market ?

Peas positions itself as a fast vegan food ready to take away with minimum waiting

Period, still tasty as they focus on fresh ingredients, home made and quality.

However people with dietary needs and allergies are not able to trust the products

Because of lack of ingredient transparency .

On the other side , Mama Tierra positions itself as a warm, equitable and family friendly

Space, communal setting as customers can face each other while eating ,They pay good attention to details and ingredients inspired from the middleeastern art of mixing spices with colors.

Falafel House positions itself as a traditional Arabic with a Greek twist and authentic vegetarian wraps and salads, fast on the go services with limited seating.

Its simplicity and humble attitude made its popularity and success in a very short time

5. How do competitors talk about themselves?

Peas represents itself as a friendly and informal fast restaurant dedicated to local millennial as well as Gen Z. its young fresh minimalist design represents a focus on trending fast healthy food.

Mama Tierra on the other side invites families with young kids as it is well known for its cozy atmosphere and interior design , however it's not reaching as many customers as it should due to unavailable options to order in app or reservation based only for dining in.

Falafel House speaks about itself as the most traditional and authentic place to experience Light and tasty middeleaster food. However no app ordering option or dine in , only take away is available .

6. Competitors' strengths

Peas :

- Offering fast and easy pick up
- Popular and modern website design
- Full menu via website

Mama Tierra :

- Using its visual design to communicate its company ethos
- Large size and family owned
- Equitable and accessible for people with special needs
- Offering Din in and pick up option

Falafel House :

- Website available in EN & Greek languages
 - Menu is compatible with screen reader technologies
 - Images of menu items are clear and legible
-

7. Competitors' weaknesses

Pea :

- Menu included as an image its not clickable
- Website is in Greek language only
- No Gluten free or allergies dedicated menu

Mama Tierra :

- User have to download PDF Menu to read it
- No nutritional or calories charts
- No in app ordering option
- Slow delivery option
- No user rewards system

Falafel House :

- pick up option only
 - No ordering app
 - Not for users with allergies
 - Website menu in Greek language only
 - Not suitable for users with colon disorder
-

8 - Gaps :

Some Gaps identified includes :

- Peas, Mama Tierra and Falafel House are not offering In app orders .
- Peas, Mama Tierra and Falafel House doesn't offer any rewards or perks for returning users
- Peas and Falafel house are not offering products for users with special dietary needs and Allergies.

9- Opportunities :

- Provide an easy app for ordering
- Provide rewards or perks for returning users
- Dedicate a menu option in Gluten free- Nuts free - lactose free
- Provide a worry free and transparent option to show ingredients
- Create menu for kids