

# COMPETITIVE ANALYSIS

COMPETITOR/ SUMMARY	Open Rice is Hong Kong's most popular dining guide to help people find places to eat based on the restaurant reviews written by real local people.	Google provides search results for restaurants at the top of the SERP.	Street Food vendors/hawkers.	7/11 convenience stores with a fast food kitchen.
TARGET AUDIENCE	People who frequently eat out at big and small joints and try new places based on user reviews.	People using google and android users.	Locals living in Hong Kong, looking for affordable meals.	Locals and Expats living in Hong Kong, looking for a convenient meal options.
FEATURES	Business information, menus, pictures, reviews and ratings Allows online reservations for dining and private party. Food blogs articles available. Keyword search in reviews.	Business information, contact, timings, reviews, pictures and ratings. Synced with google maps to give you transportation options.	Business based on word of mouth and years of experince.	- Multiple locations which provide easy access for users. - Affordable prices. - Multiple payment options.
STRENGTHS	- One of the most popular websites for user reviews and ratings. - Strong website & mobile app. - Allows online reservations. - Access to restaurants contact, timings and menus	- Easy to locate restaurants, cafes in your vicinity. - Offers user ratings. - Provides timings and contact information	- Quick and affordable meal options. - Limited overhead expenses.	- Multiple locations which provide easy access for users. - Affordable prices. - Multiple payment options.
WEAKNESS	- Unreliable reviews - Too much information		- Limited payment options. - Lack of hygiene. - Long queues - Lack of options for people with dietary restrictions.	- Long queues. - Lack of options for people with dietary restrictions.