

## 1. Competitive audit goal(s)

Compare the ordering and transaction experience in each of the competitive app

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

Our Key competitors are Vyaapar, Khatabook and Billco. Vyaapar is an indirect competitor which targets retail customers and is mainly used for inventory management, Khatabook and Billco is used for sharing product portfolios and get orders and convert the orders to invoices etc. Both of them are direct competitors which target the same set of users as mine and services offered are also similar

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

Vyaapar app is pretty well designed. Dynamic shortcut feature is so lovely. Shortcuts are present for the most frequently used features. Khatabook offers AR visualisation of products, which is quite useful if you are a customer and want to see the product but you are not close to it. Billco provides description of the product but is the cheapest of the three and has a one time pay life time subscription model

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

Vyaapar positions themselves as a one stop solution for a small business owner and retailers. They can even file their taxes through it. This makes it so much compelling to use. Khatabook took the market by storm during the lockdown when people couldnt physically go to stores and get things. As this is not retail, transporting huge loads of items back and forth is expensive and with this feature, manufacturers and distributors find it easier to share the product details with customers. Billco positions themselves for customer who has just started the business and doesnt have much means to buy more expensive softwares like the khatabook

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



Vyaapar claims themselves as the onestop solution for a retail business and small scale business. They can do inventory management, sales invoicing, tax filing etc. And the monthly subscription model is attractive too. Khatabook is quite fancy and trying to get the attention of Indias booming small business owners and small scale entrepreneurs. Billco doesnt say anything at all. Its cheap and people who doesnt have much capital initially naturally takes it up

## 6. Competitors' strengths (List)

Vyaapar → The easiness, everything under one umbrella  
Khatabook → AR feature to visualize the product  
Billco → cheap and feature loaded and offline

## 7. Competitors' weaknesses (List)

Vyaapar → too many features, sometimes overwhelming to navigate  
Khatabook → no web app.  
Billco → since its offline, no scope of updation when there is some change in the market, policies on taxes etc

## 8. Gaps (List)

Competitors failed to understand what features are really needed by customers and what are not. Some customers like to work with a computer and developing both the versions equally is something they missed. Small scale businesses might not be able to afford expensive softwares

## 9. Opportunities (List)

Developing apps in both web and phone which can be used interchangeably is getting a lot of enquiries. Need not be feature loaded. Find the most important features and present them in a meaningful way. Thus development charges can be reduced and app can be cheaper.



# Part 2 - Competitive Audit Report

