

1.COMPETITIVE AUDIT GOALS

Compare the ordering experience of each competitors website as a new user.

2. WHO ARE YOUR KEY COMPETITORS??

Our key competitors are Tendred, is a startup operates in UAE & KSA, and Krank a large company that offers construction equipment marketplace and networking platform and equippo which is also a marketplace that operate mainly in europe
Tendred is a direct competitor to Us.

3. WHAT ARE THE TYPE AND QUALITY OF COMPETITOR’S PRODUCT?

Tendred has a well designed website that offers features like Tracking projects on top of the renting marketplace which is currently in Beta version, while **Krank** is a well rounded platform that offers multiple features on top of buy and renting marketplace, like networking and making your own auction.
equippo as well offer a buy-sell market place with a unique value of money-back guarantee

4. HOW DO COMPETITORS POSITION THEMSELVES IN THE MARKET?

Tendred is trying to position themselves as the first platform in the mena region to offer heavy equipment renting marketplace, while **Krank** is already one of the leading platforms worldwide and offers features that are hard to compete with and might be the only who has it.
also **equippo** considred one of the leading platforms in europe operating since 2014.

5. HOW DO COMPETITORS TALK ABOUT TEHMSELVES?

Tendred help contractors rent and manage quality equipment as and when they need it. Our goal is to streamline the equipment rental process by combining efficiencies of a marketplace with the latest technologies.

Krank is sales enablement via networking, To help you buy & sell your heavy equipment quicker and easier Krank is a fuly integrated platform which will allow you to manage this seamlessly all in one place.

equippo The easiest way to buy & sell used construction equipment

6. COMPETITORS STRENGTHS (LISTS)

Tenderd strengths include:

- viewing renting rate without qoute request.
- Having the advantage of working locally.
- Having project tracking feature
- already have connections with local companies.

Krank strengths include:

- Having a Buy-seller networking.
- Having a video call meeting within the website.
- A well designed app.
- already operating worldwide and in a large scale.

equippo strengths include:

- Money-back guarantee.
- operating since 2014 with a large market share.
- offering in house inspection downloadable reports.

7. COMPETITORS WEAKNESSES (LISTS)

Tendred weaknesses include

- Not expanding its language options
- did’nt launch the rent marketplace yet

equippo weaknesses include

- Not supporting arabic.
- doesn’t offer renting

Krank weaknesses include

- Not supporting arabic.
- too many features can confuse the user.

8. GAPS (LIST)

Some gaps we identified include:

- All competitors don’t support arabic language.
- A platform dedicated only for renting is not live yet.
- a very simple view firendly for non tech-savy users.

9. OPPORTURNITIES (LIST)

Some opportunities we identified include

- Offer an easy and friendly user flow that fits non tech-savy users.
- provide the platform in arabic.
- make the platform focused on offering renting equipment with buy/sell option as secondary if possible.