

1. COMPETITIVE AUDIT GOALS

Compare the ordering experience of each competitor's website as a new user.

2. WHO ARE YOUR KEY COMPETITORS??

Our key competitors are Tendred, a startup that operates in UAE & KSA, and Krank, a large company that offers a construction equipment marketplace and networking platform. Equippo, which is also a marketplace that operates 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 also offers 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** is considered one of the leading platforms in Europe operating since 2014.

5. HOW DO COMPETITORS TALK ABOUT THEMSELVES?

Tendred helps 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 fully 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)

Tendred strengths include:

- viewing renting rate without quote 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.
- didn't 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 user flow for non-tech-savvy users.

9. OPPORTUNITIES (LIST)

Some opportunities we identified include:

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