

BUURT Project - Competitive Audit Report

1. Competitive audit goal(s)

The goal of this audit was to analyze the current market landscape and understand the range of products and features available for improving grocery accessibility for elderly people. The aim was to identify opportunities for the Buurt product to provide a unique and valuable solution.

2. Who are your key competitors?

- **Foodtrain:** A registered charity and social enterprise that supports older people with daily tasks, including grocery deliveries and social contact.
- **Campaign to End Loneliness:** A campaign organization focused on raising awareness and providing resources to combat loneliness in older individuals.
- **Senior Errand Service:** A personalized shopping service catering to the specific needs of elderly people.
- **Supermarket Companions:** A support service that aims to enhance accessibility for older individuals in grocery stores.

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

Foodtrain provides vital services for older people who may struggle with independent living due to age, health, or disability.

Campaign to End Loneliness offers research, resources, and community engagement to tackle loneliness.

Senior Errand Service focuses on personalized shopping assistance, and **Supermarket Companions** aims to improve accessibility in grocery stores.

4. How do competitors position themselves in the market?

Foodtrain positions itself as a comprehensive support system for older individuals, providing not only grocery deliveries but also household help, social contact, and meal services.

Campaign to End Loneliness aims to raise awareness and connect people who feel lonely.

Senior Errand Service caters specifically to the shopping needs of elderly individuals, while **Supermarket Companions** focuses on creating a more accessible environment within grocery stores.

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5. How do competitors talk about themselves?

Foodtrain describes itself as a companion that helps elderly people with their daily activities.

Campaign to End Loneliness encourages support and research to address loneliness.

Supermarket Companions aims to enhance the daily lives of elderly individuals.

6. Competitors' strengths

Foodtrain: Extensive experience in grocery deliveries, social contact, and additional support services.

- Shopping, Shopping list, Shopping delivery, Shopping companion
- Phone friends
- Gift (like a soup month)

Campaign to End Loneliness: Strong research and awareness initiatives, fostering community connections.

- Research, Ideas & advices,
- Workshops & event, Champaign, Supporting connection
- Screen-reader compatibility with app and website

Senior Errand Service: Personalized shopping assistance tailored to the specific needs of elderly individuals.

Supermarket Companions: Creating a more accessible and supportive environment within grocery stores.

- Slow checkout lanes, Slow shopping
- Relaxing zones, Coffee corner
- Chat checkout, Chat corner, Getting connected
- Dementia friendly super market, Helping disorder customers, Special shopping trolley
- Neighbourhood grocery store
- Home care services
- Professional staff training
- Creating maps of activities for nearby seniors
- Discount for older people
- Minimising food waste

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7. Competitors' weaknesses

Competitors primarily focus on charitable or companionship services rather than providing an actionable product for direct user interaction.

8. Gaps

Lack of an app or website that facilitates finding shopping friends or assistants specifically for elderly individuals.

9. Opportunities

The Buurt product can fill the gap in the market by offering a user-friendly and accessible platform for grocery shopping assistance tailored to the needs of elderly people.