

Competitor	Core Competencies	Strengths	Weaknesses	Visual Design	Navigation
Direct					
Bed Bath & Beyond College	<ul style="list-style-type: none"> Making online shopping an easier process for students during the quarantine while making it affordable at the same time 	<ul style="list-style-type: none"> be able to create and access college registry printable supply list divided by apartment vs dorm checklist -true college essential by category 	<ul style="list-style-type: none"> high prices for products 	sleek clean design, the colors are visually appealing and the site is eas to navigate	3 main categories with 12 sub categories
Walmart: The College Shop	<ul style="list-style-type: none"> Free curbside pickup, registry, free shipping, breakdown product by price 	bundle packages which allow more savings, fast shipping, cheaper prices than competitors	lower quality due to lower price, does not have higher end products, site is very similar to Amazon's main page - does not have much difference	Blue, white and yellow are the main colors of the site. The complimentary colors look balanced and allow for a calming experience, there is a next day delivery toggle bar that filters all the items immediately	6 main categories with drop down menus
Ebay: College Dorm Room Essentials	<ul style="list-style-type: none"> Printable essential college list, heavy emphasis on technology 	paypal affords a great place buyers and sellers where money is securely transferred. Many options from different sellers allow for competitive cheaper prices, back to college , checklist, *textbook section with used and new books	too many options for purchasing a single item, long wait time for shipping	red, blue, yellow, green colors in the logo, repetitive designs, very busy for the eye. some categories are repeated 2-3 times on the same page	10 main categories at the top with 3 sub categories
Target: College Ready	<ul style="list-style-type: none"> Online shopping specific to college students Inspiration for dorm/apartment decor 	Highly accessible site with bright and big fonts. Allows for the creation of a separate College Registry. Also provides a special College Target Circle Offer giving \$5 off \$20 purchase for College Students registering with site	prices arent competitive, primarily focuses on room decor not college essential supplies (room decor section is listed at the top while supplies are listed on the bottom)	Red and white is the primary colors associated with the brand. Primarily drop down menus at the top. Fairly simple site with easy navigation	- sections separated by banners
Office Depot: College Supplies	<ul style="list-style-type: none"> Organized college shopping categories Give suggestion of their 'Favorite Finds' 	<ul style="list-style-type: none"> very specific categories and subcategories Very clean & simple UI 	scope of categories are too limited	-organized by categories with photo & text	- categories listed with links to subcategories
Best Buy Back to School	<ul style="list-style-type: none"> Large technology selections 	<ul style="list-style-type: none"> Helps you find the right computer via a survey Back to school shopping list 	Requires setting up an account	Blue, white and yellow are the main colors of the site. The complimentary colors look balanced	9 main categories with 3 related categories
Related					
Office Depot	free instore and curbside pickup, office supplies for individuals and businesse, printing services, start your own business supplies guide, tech services, shredding and storage, furniture services	high level of customer satisfaction with its customer mgt department , good at intergerating small business, successful innovation developing new products, strong distribution network	not good at forecasting demad for products and so they have abundant products at hand inceasing costs, weak marketing, spend a high amount on training and development of workers due to high attrition rate	black - font, red - logo and accent and white background	hamburger menu with 5 main categories with drop down menus
Barnes & Noble	book supply to retail locations in the US, including college campuses, textbooks for college, discounted best sellers, have the Nook ebook reader	successful at merger and acquisition of new product and firms especially in the tech sector, strong distribution chain, reliable sellers through strong partnerships, high quality products	need to invest more on technology , weak marketing, have lost significant market share to new competitors like Amazon and have not gained it back, lack of innovation and is considered as a mature business	Black, white, green are main colors, simple design, winter-esque mood	13 main cateories, hamburger menu, drop down menu
Staples	free delivery with no minimum, curbside pickup , office and school supplies for individuals and businesses	top partnership with schools and offices as their suppliers of stationary, strong customer loyalty, simple return policy,	declining sales and profits year by year, higher priced items, dependncy of third party suppliers, weak marketing on social media	red and white colors, sleek, minimal design	11 main menu items and 3 sub categories,
Target	cutomer loyalty programs, great discounts of good quality items	great brand name and image. Highly accessible site with bright and big fonts. lots of locations for easy access, helpful customer service	higher end pricing, is not always stocked with all their inventories	Red and white is the primary colors associated with the brand. Primarily drop down menus at the top. Fairly simple site with easy navigation	4 main drop down menus along with a sign in button and shopping cart icon at the top right
Walmart	known for cheap prices, huge department stores all over the USA, great online site that compliments the brick and morter stores	cheap prices, variety of items in one location that has consumer stay entertained, lots of locations,	crowded stores, bad quality items, has a bad image due to driving mom and pop shops out of business	Blue, white and yellow are the main colors of the site. The complimentary colors look balanced and allow for a calming experience, there is a next day delivery toggle bar that filters all the items immediately	hamburger menu on the right with 7 main menus with a seprate section for delivery and pickup items
Best Buy	efficient distribution system, global reach, internet links facilitate posting of products, database search engine , limited fraud	strong brand, region specificity of operations, high effectiveness of services,	limited emphasis on innovation, imitable business model,	Blue, white and yellow are the main colors of the site. The complimentary colors look balanced	4 main menus and 4 sub menus , with drop down