

FRESHNESS BURGER

COMPETITIVE ANALYSIS

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Overview

The global online food delivery services market is expected to grow from \$107.44 billion in 2019 to \$111.32 billion in 2020 at a growth rate of 3.61%. The slow growth in 2020 is mainly due to the economic slowdown across countries owing to the COVID-19 outbreak and the measures to contain it.

Consumers are adopting online food delivery because of its ease, speed, and precision, while food service providers see the potential for increased revenue, reduced labor expenses and reduced errors.

Over the past few years the trend of online food ordering has been increasing. One of the major factors driving the market growth is the rising penetration of smartphones and internet connections which provide the opportunity to get the food delivered very conveniently and quickly. Online food delivery offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps. Moreover, online food delivery provides numerous benefits to foodservice providers as well. One of the biggest advantages of online food delivery are savings in labor since the staff is not tied up on the phone or at the counter. Along with labor savings, other major benefits of online food delivery for foodservice providers include enhanced accuracy of online orders, increased convenience for the guest, simpler order processing, etc. Additionally, online food ordering can also provide food service providers with key customer information that can be useful for making promotional strategies, such as targeted promotions designed to create off-peak demand, specials targeted at particular customer segments, and couponing strategies.

Market Breakup by Platform Type

- Website
- Applications

On the basis of platform type, the market has been segmented into websites and applications. Applications currently account for a larger share.

Market Breakup by Business Model

- Order Focused Food Delivery System
- Logistics Based Food Delivery System
- Full-Service Food Delivery System

Based on the business model, the market has been segmented into order focussed food delivery system, logistics-based food delivery system and full-service online food delivery system. Amongst these, order focused food delivery system accounts for the largest share.

Market Breakup by Payment Method

- Online
- Cash on Delivery

Based on the payment method, the market has been segmented into online payment and cash on delivery. Amongst these, online payments currently accounts for a higher share.

Objectives

The objectives of this competitive analysis include:

- Asses alternative popular fast food options in Japan
- Highlight competitors to watch
- Understand competitor strengths & weaknesses
- Look into online ordering process for each competitor






Competitors

Below are Freshness Burger's top competitors:

- McDonald's
- MOS Burger
- Lotteria



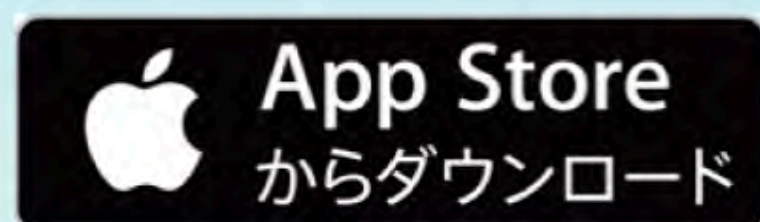
Competitor Strengths & Weaknesses

McDonald's		Strengths <ul style="list-style-type: none">• Operations are spread around the world, meaning they aren't reliant on just one currency or economy.• Their strong product offering has enabled them to grow income during the recession, with strong increases in sales	Weaknesses <ul style="list-style-type: none">• It will be harder and harder to find prime locations to build restaurants in the U.S. Growth will have to occur internationally, posing potential cultural challenges.• Income growth rate has been slowing and could keep slowing or level off.
MOS Burger		Strengths <ul style="list-style-type: none">• Established international brand• Premium Quality• Unique product that appeals to healthy customers	Weaknesses <ul style="list-style-type: none">• Higher prices, especially compared to their competitors• Unattractive brand image / locations• Lack of discount campaigns
Lotteria		Strengths <ul style="list-style-type: none">• Wildly popular and successful South Korean based chain restaurants with locations throughout Asia• Unique product offerings such as kimchi burger; seen as a native version of Western-style fast food	Weaknesses <ul style="list-style-type: none">• Sometimes stores in certain locations have extremely long wait times / in-line queues for customers• They have a wide range of products but do not do much regarding product promotion or advertising when compared to competitors

McDonald's Mobile App

モバイルオーダー

スマホでご注文 & お支払い！
レジでの待ち時間ゼロ、
お店で受け取り

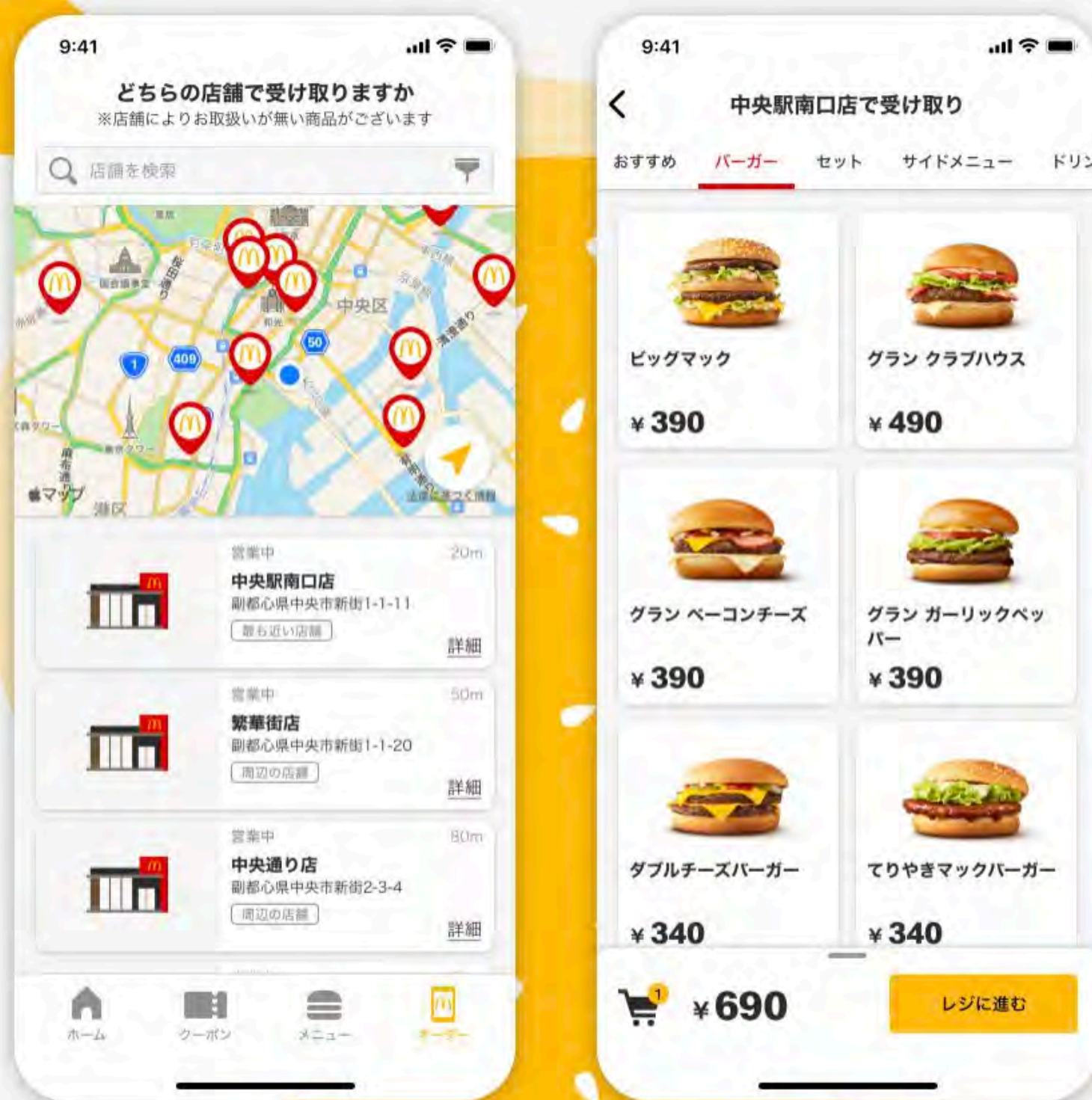


McDonald's Mobile App

Step1

Choose a store and product

Select the store you plan to pick up and add your favorite items to the cart.



McDonald's Mobile App

Step2

Choose a receiving method

You can take it home and choose your meal in the store.

You can also pick it up at the parking lot or deliver it to the designated table.

(Supported stores only)

* Drive-through is not supported.

利用可能なお支払い方法



* LINE Pay is only compatible with the McDonald's official app.

* Apple Pay only supports purchases from the McDonald's official website.

McDonald's Mobile App

Step3

Receipt of goods

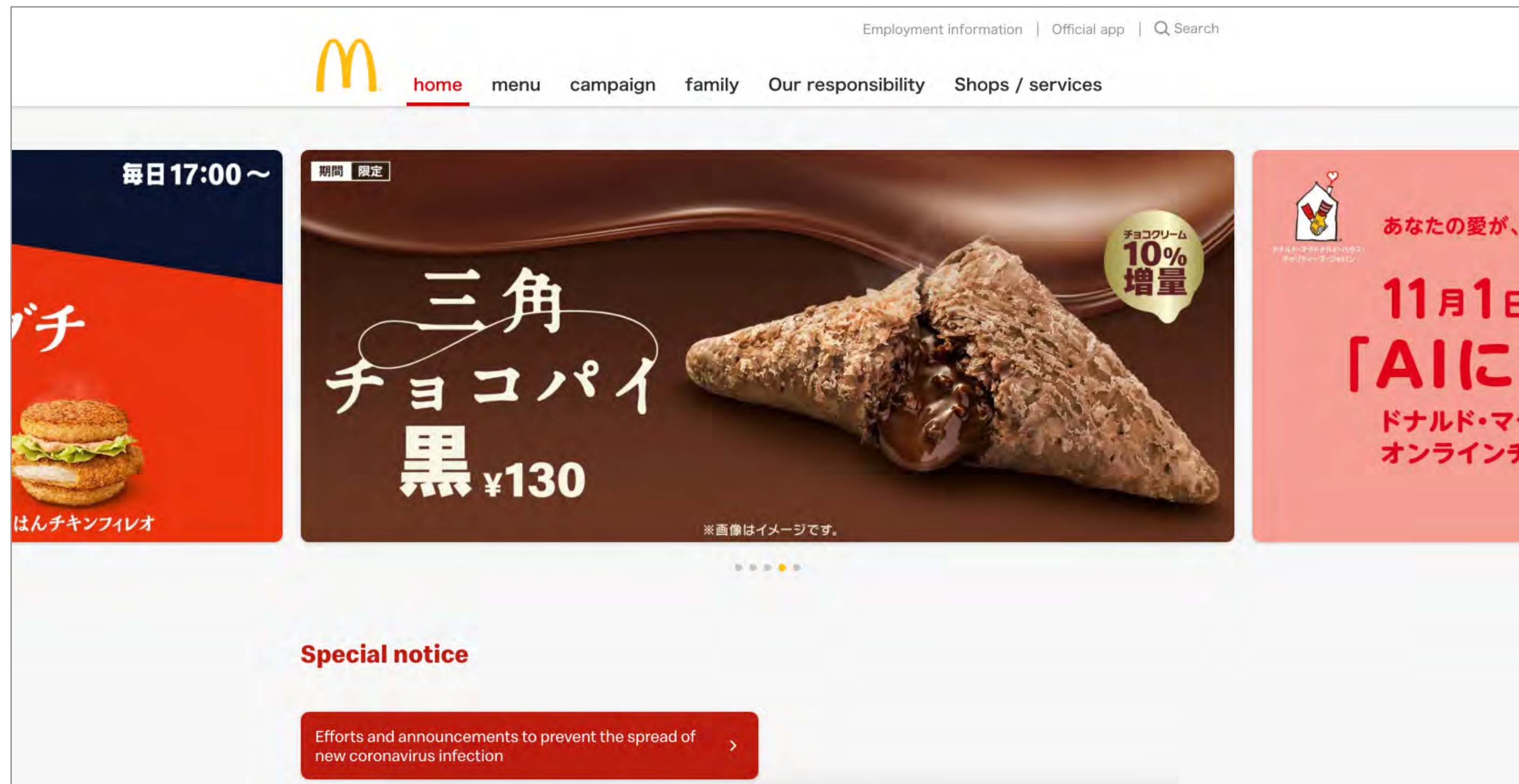
Please press the "Proceed to pick up" button when you arrive at the store. We will prepare freshly made products.



McDonald's Mobile App

I was surprised to learn that McDonald's does not offer direct ordering through their website. Instead, customers can download their mobile app and order through their phones.

On their website, customers can see the menu, check out promotional items, and use the store locator.



MOS Burger Online Ordering



Member
registration

Login

Moss' online ordering site has been renewed!

It is even easier to use and has a new design. [Click here for details](#)

Select an ordering method



Takeaway



Delivery

会員限定

モスのネット注文 限定

特別価格メニュー

と、
トを付与！



がんばりたい時
しっかり食べる。



注文金額の

MOS Burger Online Ordering



Member
registration

Login

Search for takeaway stores

Free word

From the area

From zip code

Hokkaido and Tohoku



Kanto



Ibaraki Prefecture



Tochigi Prefecture



Gunma Prefecture



Saitama



Chiba



Tokyo



Kanagawa Prefecture



Koshinetsu



Tokai / Hokuriku



Kinki



MOS Burger Online Ordering




Member
registration

Login

List of store search results

Store all corresponding to the address "Tochigi Prefecture Oyama" 2 stars

Oyama Jonan store


 Tochigi Prefecture Oyama Nishijonan 6-chome 12 -2

 Handing over time now It is outside the order reception time.

[▶ Store details](#)

Takeaway order at this
store

Oyama Johoku store

 Tochigi Prefecture Oyama Shirokita 5-chome 3 -20

 Handing over time now It is outside the order reception time.

[▶ Store details](#)


Takeaway order at this
store


MOS Burger Online Ordering



[Special Price] Moss Shake Strawberry
(Fruitless Juice) M

M 278 yen + tax

 Product Details

 Customization (when removing ingredients, sauces, and accessories)

quantity

 1 

Total: 278 yen + tax

add to cart

Go back to previous page

MOS Burger Online Ordering



Member
registration

Login

menu

-  Online order special price / limited menu 
-  Main menu 
-  Side menu, drinks, desserts 
-  Moss Wai Wai Set (for children) 
-  Low allergen menu 
-  Morning Moss * OPEN ~ 10:30 am 

Allergy information



Nutritional information
such as calories



View menu table



※Store-limited products are also included. Please be careful.
※"Calorie half mayonnaise type" is used for the product.

MOS Burger Online Ordering

MOS Burger does offer online ordering through their website, through phone order, and also through their mobile app. However, I found it strange that there wasn't an obvious way to do so - the online ordering wasn't prominent on the top header nav bar and it took me a few steps to find it on their site.

Below are the steps I took to get to the online ordering section on their site:



Home Page



Store / Services Page



Scroll down on page to this section



Select "MOS online order"



Click "go to MOS online ordering site"

Lotteria's Mobile App

Lotteria does not have a way to order through their website, and they also have a mobile app but you can not order through that, either. The primary functions of both their website and app seems to be to let customers browse the menu, get coupons, and find stores.

