

1. Competitive audit goal(s)

Compare the shopping experience of camping gear retailers to identify gaps in trust, speed and user guidance for adventurers

2. Who are your key competitors? (Description)

1. Decathlon , India (Direct) - Large scale retailer offering affordable outdoor gear
2. Wildcraft, India (Direct) - Premium Indian brand with stylish, durable gear , but lacks beginner friendly content
3. Campmonk (Direct)- Focuses on gear rentals+sales; Simple UI but limited product range
4. REI (Indirect) - Global leader with exceptional UX, but pricing and gear aren't India-specific

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

1. Decathlon - Budget friendly gear
2. Wildcraft - High quality product with strong branding
3. Campmonk - Convenient Rentals but no comparison tools
4. REI - Premium gear with AR previews

4. How do competitors position themselves in the market? (Description)

1. Decathlon - Target Budget conscious beginners (Students)
2. Wildcraft - Appeals to style conscious adventurers
3. Campmonk - Caters to occasional campers seeking affordability
4. REI -Serves serious outdoor enthusiasts

5. How do competitors talk about themselves? (Description)

1. Decathlon: "Affordable performance gear for all sports."
2. Wildcraft: "Adventure-ready gear designed for India."
3. CampMonk: "Rent or buy gear for hassle-free trips."
4. REI: "Expert-backed equipment + a community of adventurers."



6. Competitors' strengths (List)

1. Decathlon: Wide product range, offline stores.
2. Wildcraft: Strong brand identity, durable products.
3. CampMonk: Transparent rental policies.
4. REI: AR tools, educational content.

7. Competitors' weaknesses (List)

1. Decathlon: Poor mobile UX, no guest checkout.
2. Wildcraft: No video reviews, confusing navigation.
3. CampMonk: No saved carts, limited inventory.
4. REI: High prices, complex filters.

8. Gaps (List)

1. No Indian platform combines *trust signals* (video reviews) + *speed* (1-click checkout).
2. Lack of beginner-focused bundles with guided buying.
3. No hybrid rent/buy calculator for cost comparisons.

9. Opportunities (List)

1. Build Trust: Add "Verified Buyer" video reviews + quality badges.
2. Simplify Choices: Curate "Starter Kits" for beginners.
3. Boost Speed: Offer guest checkout + express delivery filters.

