

Competitor Analysis

CLIENT

APEITA

PLATFORM

Web



This is a Competitive Analysis Document.

The purpose of this document is to observe and compare the experience provided by competitors and to understand what they are doing right or wrong. The learnings from this document will inform our decisions in the next stages of the project.

This is document does not state any facts, it is purely a subjective critique of competitor platforms.

Expectations from this document

- Obtain a quick understanding of key players involved in the investment web application space.
- Help in providing a range of design options and directions which can be validated during the user research phase.
- Help in discovering opportunities which might not have been explored by the competitors.

APEITA

APEITA is intended to promote IT and Electronics policies of Andhra Pradesh state government by stating its current Eco system, Business friendly policies , Resources of state and Incentive policy to encourage the investors to setup their business in Andhra Pradesh.

Target Audience



All the IT and Electronics organisations across the Globe. CXO's forum of all the IT and Electronics would be the key audience and all the potential investors.

Competitors

These are the competitors on the basis of similarity to APEITA with respect to features and information and on the basis of popularity. The competitors are both national and international competitors

NATIONAL



INTERNATIONAL



Statistics

Dimension	Global Rank	Total Visits	Avg. Visit Duration	Bounce Rate	Primary Traffic Source
Invest Telangana	NA	NA	NA	NA	India
Invest India	187,837	345.33K [*]	1 m 43 s	81.26 [*]	India
Apedb	1,543,950	NA	57 s	40	India
Invest Punjab	152,082 [*]	NA	16 m 1 s [*]	20.9	India
Guidance Tamil Nadu	1,624,961	NA	4 m 29 s	50	India
Udyog Mitra	1,160,911	NA	1 m 46 s	66.7	India
Invest In Dubai	NA	NA	NA	NA	Dubai
Invest Korea	1,026,982	NA	3 m 50 s	40	Korea
EBD Singapore	605,783	72.73K	54 s	68.61	Singapore
Invest Canada	217,448	270.69K	14 s	69.72	Canada

^{*} HIGHEST

Source: Alexa And Similarweb

On the basis of the statistics and considering the direct competition,
the following competitors were picked for analysis



Parameters

The factors that are going to be used as a measure to compare each of the competitor’s platform are

Dimension	Rating*	Justification
Design	1-5 Star Rating	The aesthetic appeal and overall look of the website, this is often a deciding factor in how content a user can be with the website.
Trust Factor	1-5 Star Rating	Trust factor is measured by the number of investments, awards, achievements, testimonials and news articles the website has. The website’s credibility depends on this factor.
Promotions	1-5 Star Rating	Marketing communication used to inform target audiences of the relative merits and features of investments. Promotional ads, videos or any other promotional content displayed throughout the website.
Lead Generation	1-5 Star Rating	Lead generators used to attract and convert strangers and prospects into leads.
Mobile Compatibility	1-5 Star Rating	The mobile layout and design of the website, this is an important factor to decide what kind of designs and content should be shown on the website which could be mobile friendly.

RATING*

★ POOR ★★ AVERAGE ★★★ GOOD ★★★★ VERY GOOD ★★★★★ EXCELLENT

Design

Dimension	Rating*	Justification
Invest India	★ ★ ★	The kind of information given is good but the website is cluttered with too much information. No proper highlighting section headings are given. The choice of colours used is very poor. The footer is extremely long.
Invest Punjab	★	First thing noticed is the poor usage of the Banner/Hero section of the landing page. Low quality images, issues with the alignment almost everywhere. Outdated style of icons used. The testimonial section on the homepage is designed very poorly.
Guidance Tamil Nadu	★ ★	Low quality images used in the website. The header looks very outdated. The alignment of content throughout the website is off.
Invest in Dubai	★ ★ ★ ★	A clean and professional website, images are of high quality. The website is structured well, giving the investor all the information that is required. The colors used are intense, but done according to their brand color.
Invest Korea	★ ★ ★	The website has high quality images and is well designed. There is ample information given about investment and benefits. The homepage looks a bit cluttered. The interactions throughout the website are good.
EBD Singapore	★ ★ ★ ★	The banner/hero section uses high quality images and is well designed. The website is structured well and the right amount of information is given to the users. There is consistency in terms of usage of brand colors.

Trust Factor

Dimension	Rating*	Justification
Invest India	★★★★	Numbers about the investment in pipeline is given, which brings a lot of trust over the brand Has a great number of testimonials and success stories from influential people showing their support towards the organisation.
Invest Punjab	★★★	The first thing the user sees is testimonials. Lot of written & video testimonials on the homepage. Information about news and events related to investments is also shown on the website
Guidance Tamil Nadu	★★★	Few testimonials and clients are shown. Lot of information about the credibility of the brand like ranking and awards is shown. A video about the investment in Tamil Nadu helps in bringing in the trust factor
Invest in Dubai	★★★	Technology video in the beginning and a few success stories creates a good level of trust factor. An interesting business map is shown which also builds trust.
Invest Korea	★★★★	The testimonials & success stories from influential people on their site and professional look & feel of the website creates a good level of trust factor. Lot of news, articles and reports regarding investments also helps in building trust.
EBD Singapore	★★	No testimonials present on the site. Few news and articles on their site helps in building a little trust.

Promotions

Dimension	Rating*	Justification
Invest India	★★★★	The first thing the user would see is a video by PM Modi which is a great way of promotion. Live numbers about each category or sector in India is also shown. State- wise metrics and multiple language options given is also a very good form of promotion.
Invest Punjab	★★	A news ticker about latest and new additions on the website is a good way of promotion. Apart from that not much promotions present on their site.
Guidance Tamil Nadu	★★	An animated thin banner presented between section is a good idea of promotion. The idea of displaying “24 hour service” in the first section is also a good idea.
Invest in Dubai	★★★	The business map and the second section about “Why to choose Dubai” is a good promotion idea. The business setup and free zones section also helps in promotion.
Invest Korea	★★★	What’s new and Site info sections on their site helps in creating promotions. Their site has different language options, which is a great strategy of promotion
EBD Singapore	★★★	One great idea of promotion is highlighting the benefits of investing in Singapore in the second. Video success stories and different language option on their site also helps in promotion.

Lead Generation

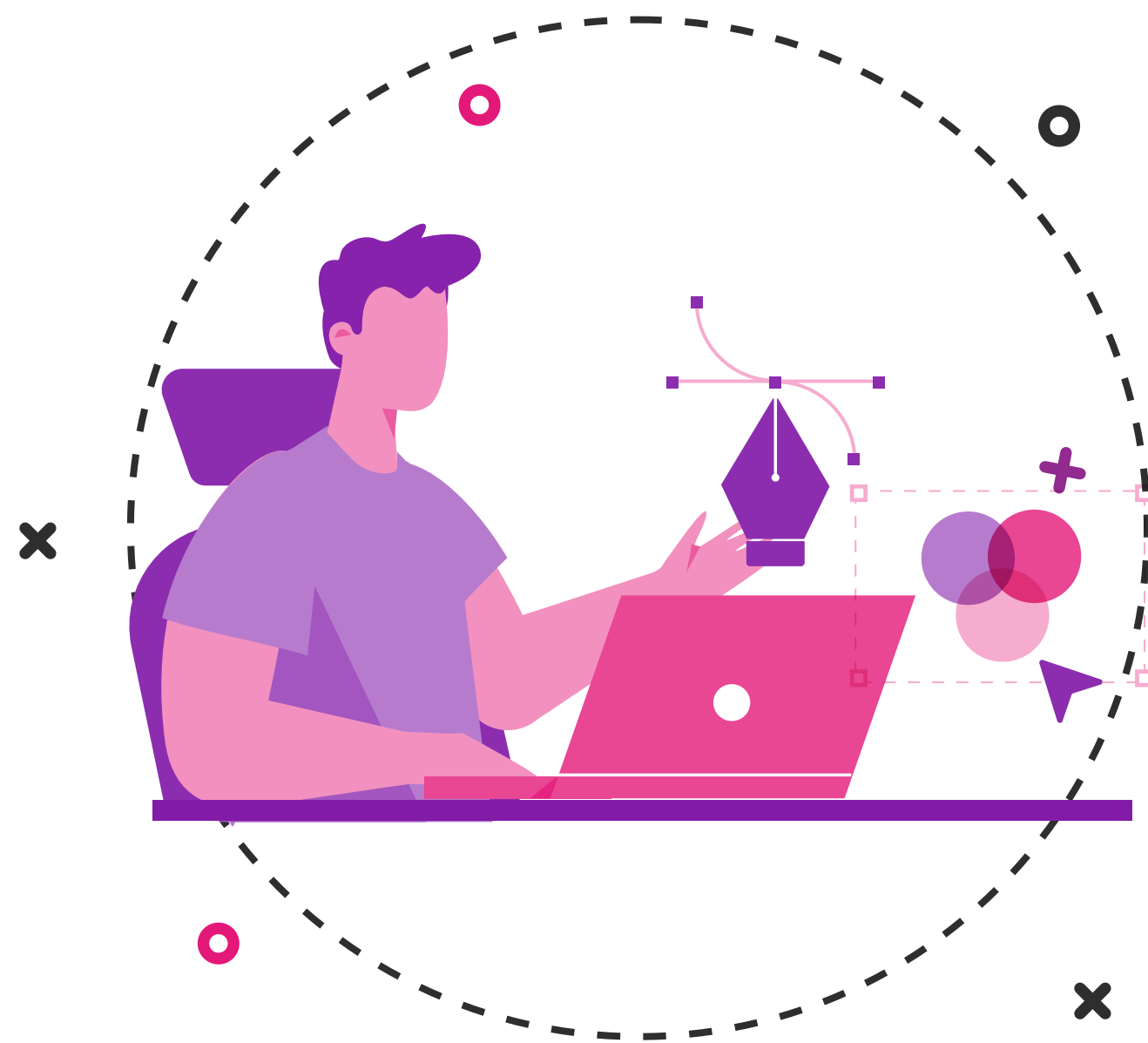
Dimension	Rating*	Justification
Invest India	★ ★ ★	The chatbot and contact us button in the header helps in generating leads on their site.
Invest Punjab	★	No lead generation options like forms or blogs are present on their website.
Guidance Tamil Nadu	★ ★ ★	To create leads they have a “Contact us” cta in the header in an attractive color. The information on the banner stating they are available 24 hours is also a good way to create leads.
Invest in Dubai	★ ★ ★ ★	Form for questions, comments, or concerns given towards the end of their site helps in generating a few leads. “START MY BUSINESS” cta present on the header is a good way to generate leads
Invest Korea	★ ★	Not many lead generation options on their site. Towards the end one small inquiry button is present on their site
EBD Singapore	★ ★ ★ ★	The contact us and subscribe for information section towards the end is a great way to create leads. The chat bot present is also a good way to generate leads.

Mobile Compatibility

Dimension	Rating*	Justification
Invest India	★	The website is not at all mobile friendly. The scrollability on the homepage is extremely difficult. Icons and layout is completely off.
Invest Punjab	★★	The font size is very small. The images and icons are getting trimmed. The layouts are off
Guidance Tamil Nadu	★★★	The layouts are pretty mobile friendly. The main problem is the header. The logo, once scrolled gets stuck at a random position.
Invest in Dubai	★★★★	The mobile compatibility is really good. All the sizes and layouts are really good, including the banner video.
Invest Korea	★★★★	Except for the benefits present on the banner image, the designs and layouts are very mobile friendly. The nav bar looks good.
EBD Singapore	★★★	The mobile compatibility is pretty neat. A few text alignments could have been better.

Market Picture

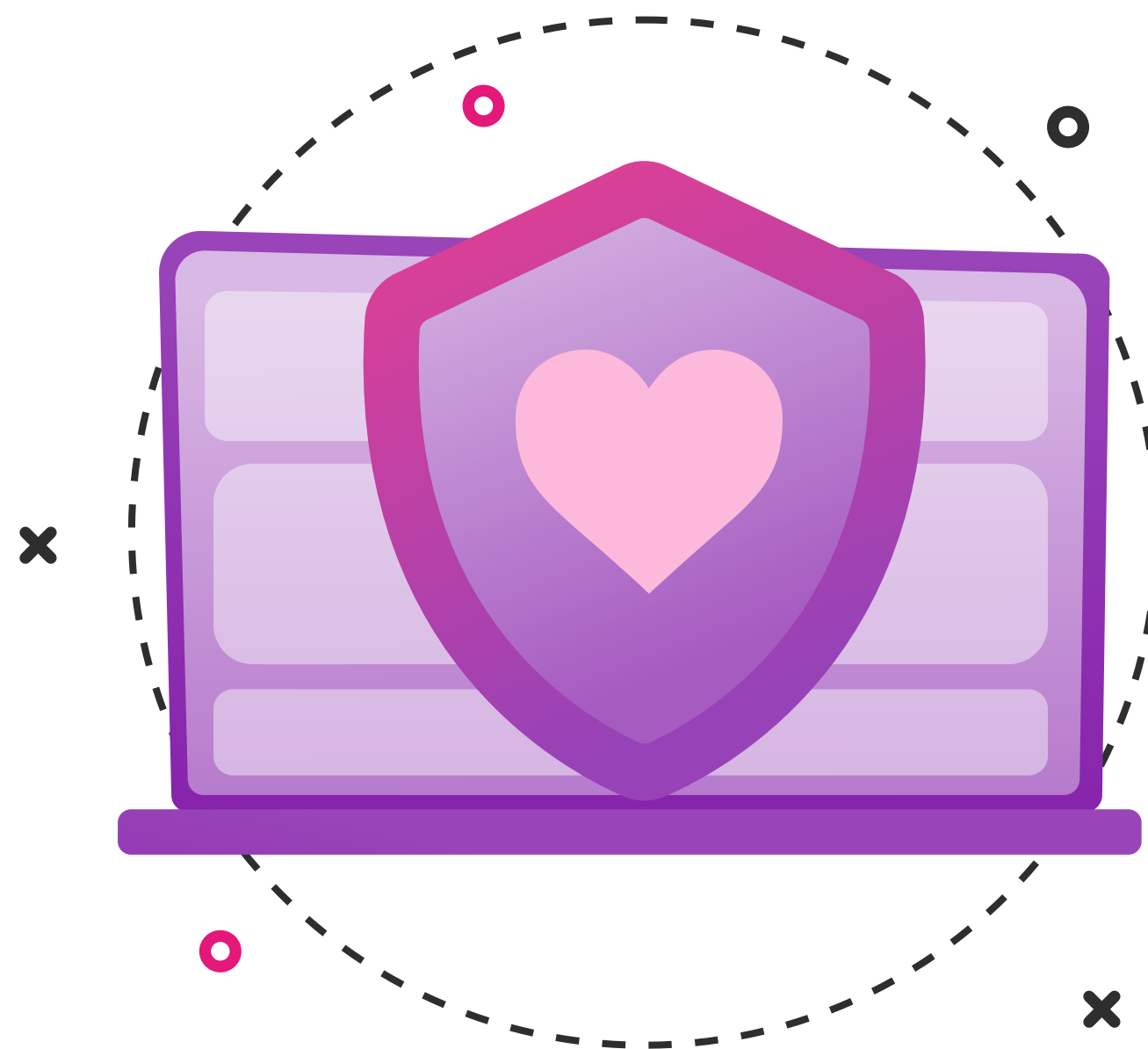
Through the research done of each of the 6 mentioned competitors, most of the websites have either too much information or too little displayed on their landing page. It is important that the landing page should have the right amount of information. Most of the traffic is driven through search, social media or ads. So, when a user comes onto an investment website, they mostly come with the intent of making an investment. So the factors that play an important role in convincing the user to make a investment are:-



MARKET PICTURE:

Importance of Good Design

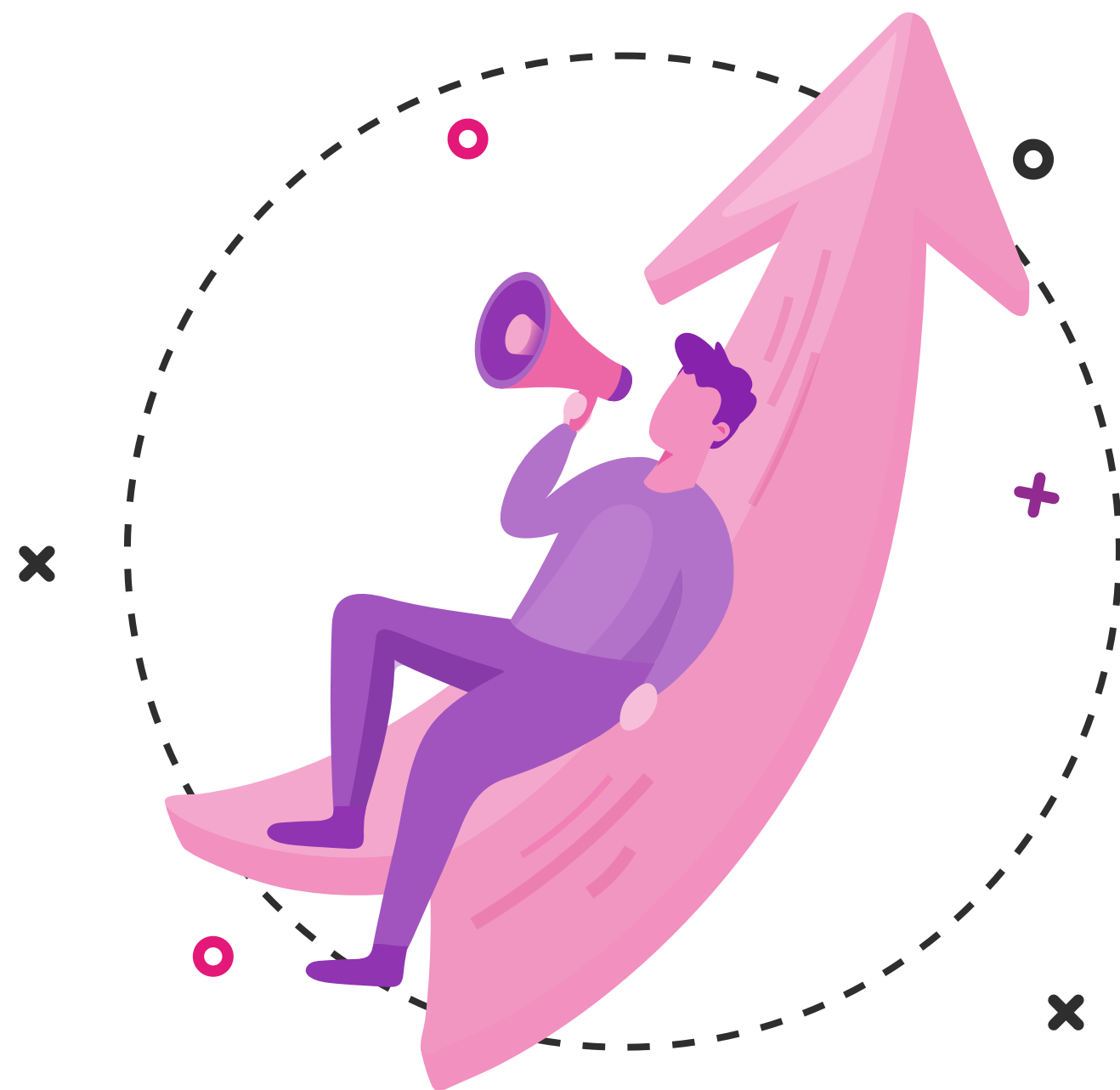
Having a clean and professional website matters a lot. Invest in Dubai is the best example in this case, their website is well structured, follows a modern and minimalistic approach. They do not bombard the user with too much information, they give the user what they need to know about investments. EBD Singapore does a good job of using an effective banner. Also, their high quality and meaningful pictures convey their messages to the user.



MARKET PICTURE:

Building Trust

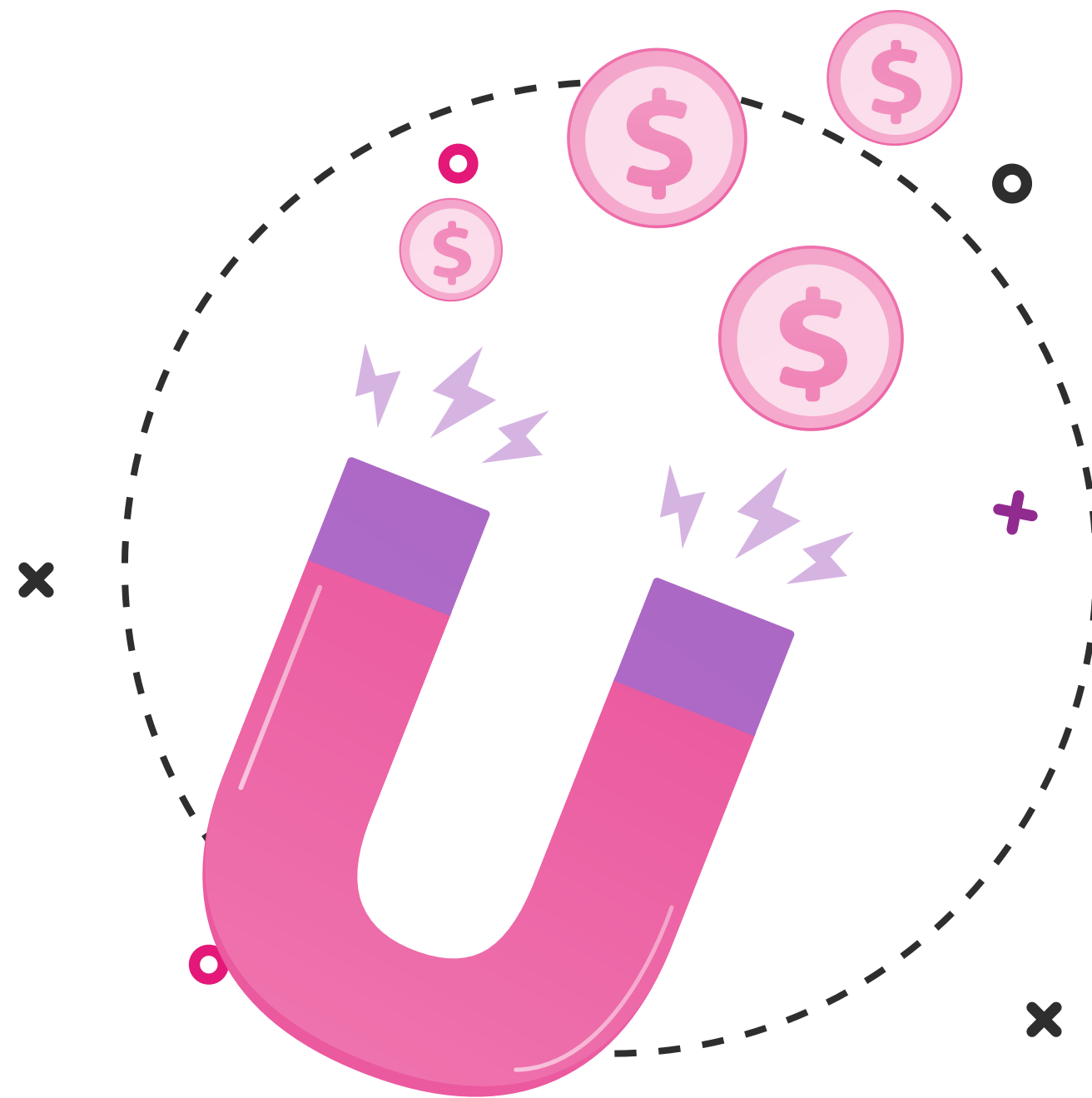
The next step is getting the user to trust the organisation. Without showing the credibility of the organisation, the user will not be able to judge how trustworthy the organisation is. In order to achieve a high level of trust factor, the organisation can showcase their investor testimonials, the awards they've received, the success stories their organisation has had on people's lives or news articles of successful events. By displaying some of this information, it gives assurance to a new user that their organisation is credible. Invest India and Invest in Korea are the best example in this case



MARKET PICTURE:

Aim For Promotions

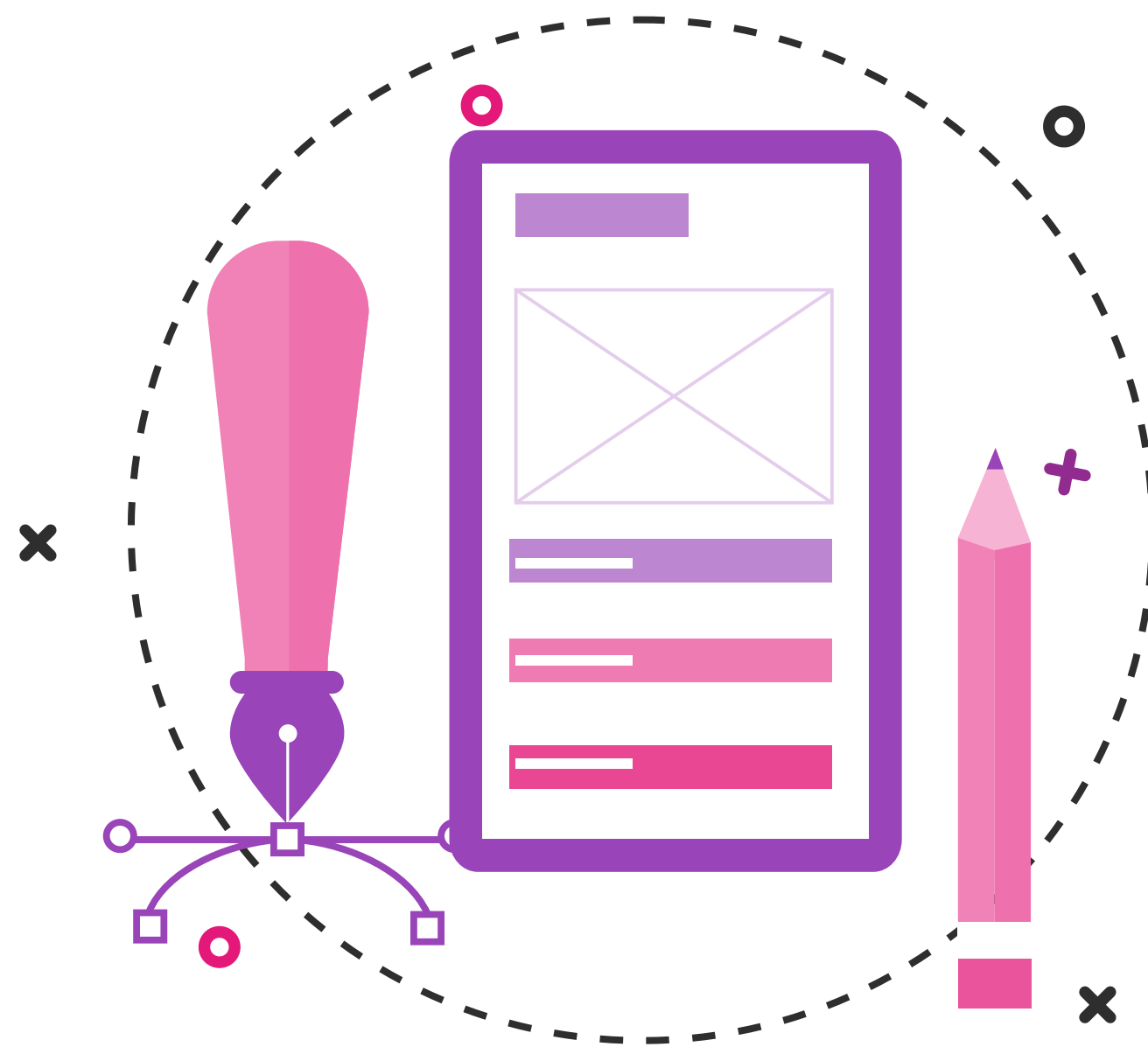
It's important to promote and attract the users to make an investment on your site. Informing the users of the relative merits and features of investments is a form of promotion. Invest India does a good job of promoting their site. The video in the beginning from PM Modi is a great promotion strategy. Stating about new features and trends in investment would also encourage the users to make an investment on your site. Invest in Korea is the best example in this case.



MARKET PICTURE:

Creating Leads

After building trust and promoting your organisation, the next step should be to create leads. Generating leads for your business is important. It creates sales and increases organic customers. Having a more engaging website will increase your chances of a lead turning into a customer and getting more investments. Invest in Dubai and EBD Singapore have done a good job in providing enough options on their website to generate leads.



MARKET PICTURE:

Being Mobile Friendly

The vast amount of investment-related information should be represented in a way that is easy to understand for the users and also in a manner that is suited for viewing on mobile screen. It is important to make the website compatible to mobiles since lot of users will be viewing it on their phones. Invest in Dubai is a great example for creating mobile friendly website, not just their content but their images and videos are also very well designed.



CREATED BY
Kovian