

A photograph of a business meeting with several people in business attire. They are gathered around a table covered with various financial documents, including bar charts, pie charts, and spreadsheets. One person is pointing at a tablet displaying a chart, while another is writing in a notebook. A laptop is visible on the left side of the frame. The image has a dark, semi-transparent overlay.

Competitor analysis for KAPAZOONDA

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Competitor profile 1:

- **Overview:** We will analyse a competitor named my hammer (www.myhammer.de), an Online marketplace where private and commercial users can tender and award craft and service contracts.
- **Key objectives:** Myhammer names itself as “Germany’s artisansportal Nr. 1”. It advertises with 7.47 Mio orders, 1.25 Mio delivered reviews and 3.98 Mio registered users. It also names itself as “The original”.
- **Overall Strategy:** The website is thinkable easy, the first what strikes to eyes is „Find a artisan now“. Users have the possibility to recruit suitable artisans by setting in a job to do. But also artisans can register on this site to get commitments. The way for users so is to set in a job, getting offers, choose the best proposal

Competitor profile 1:

- **Market Advantage:** By searching artisans on google, nr. 1 from SEA is My hammer and also SEO's nr. 1 is My hammer. Trustpilot's rating is 4.5/5 from 5.281 reviews.
- On Google Store the My hammer App was downloaded more than 100.000 times.
- One more advantage is that both artisans and costumers can be users of the service.
- Artisans can offer their services, costumers can search for services they want to require.

Competitor profile 1:

- **Marketing profile:** In 1996 Ingo Endemann founded Endemann !! Full Service Werbeagentur GmbH based in Neuss, which was converted into Endemann Internet AG in 1999. The company went public on the New Market in the same year. Initially, the company operated various advertising-financed Internet offers, including the portals Spider.de, Aladin.de and Eule.de, which were combined in 2001 under the core brand Abacho to form a portal with an Internet search engine. In the same year the company was renamed Abacho AG and switched to the regulated market of the Frankfurt stock exchange. The subsidiary My-Hammer Aktiengesellschaft was founded on January 1, 2005. Ingo Endemann left the board in 2007 after the Holtzbrinck publishing group took over the majority of the shares. In the course of a restructuring in the years 2008 to 2010, the headquarters were first moved to Berlin and the business activities concentrated on the MyHammer portal. The Internet portal Abacho was sold in 2010 and the Abacho AG changed its name to MyHammer Holding AG. [5] On October 10, 2016, the Holtzbrinck Group and the Global Founders Capital GmbH & Co. Beteiligungs KG No. 1 of the Samwer brothers sold their shares in MyHammer to the company InterActiveCorp and its subsidiary HomeAdvisor GmbH, which already hold shares in HomeAdvisor International Market segment in France (Travaux.com), the Netherlands (Werkspot.nl) and Italy (Instapro.it) holds.
- As a pioneer in artisan's industry My Hammer uses and offers the possibilities of digitalization for handcraft.

Competitor profile 1:



STRENGTH

- Well-known name
- €1 Billion volume of orders per year (due to notification myhammer)
- Good positioning on Google (SEA&SEO)
- Backward auction stopped 2012

WEAKNESS

- Only registered users can require the services
- Didn't notice commercials for a while
- „Does it still exist“ was asked several times
- Backward auctions were hated by artisans (price dumping)
- No quality audition of providers, so also bad works appeared
- Not enough traffic on the website

OPPORTUNITIES

- Well-known name
- Audition system for artisan services
- Offering audited best services for fair prices

THREATS

- Artisan's services are offered on several competitor sites
- TÜV Saarland reviews the service only with „Good“ 1,8 within costumers's satisfaction; eKomi with 4.7/5
- In the red since years
- Costumers dont want the cheapest offer, but the best.
(Geiz ist geil = out)

Competitor profile 2:

- **Overview:** The second competitor we will investigate is named CHECK24 Profis (www.CHECK24.de/profis), an Online price comparison platform. The main sectors are insurances, finance, energy, telecommunication, travelling and shopping. The youngest branch is “Profis”, where you can search for experts in several fields like relocations, private teachers, events, artisans, sport & wellness, fotography, music- and language education, house & garden, computer & tech support,
- **Key objectives:** CHECK24 generated a business volume of € 500 Mio in 2015/2016. It is 53 times testwinner (TÜV Saarland).
- **Overall Strategy:** The website and the App is built very costumer friendly, users can search for a job which has to be done simply by typing in the search field or picking the service out of the button „Profis“.

Competitor profile 2:

- **Market Advantage:** By searching artisans on google, CHECK24 is on rank 3 behind myhammer and handwerker123.
- On Google Store the CHECK24 App was downloaded more than 1.000.000 times.
- It's rated with 4.8/5 Stars by 32.643 reviews and 4.9/5 on eKomi by 117.711 reviews – 90% of them with 5 stars. „Profis“ was rated 1.254 times and has an overall rating of 4.9/5 on eKomi.
- Also on CHECK24 you can register either as consumer of the service or as provider.
- Artisans can offer their services, costumers can search for services they want to akquire.

Competitor profile 2:

- **Marketing profile:** CHECK24 was founded in 1999 in Munich by Henrich Blase and Eckhart Juls. Since 2008 CHECK24 drives an online comparison platform for the areas of insurance, finance, energy, telecommunication, travelling and shopping, since 2019 it also offers „Profis“. The usage is for the end-consumer free.
- CHECK24 spent 135 mio € for advertisement, 2018 the budget for TV-Advertisement was € 118 mio.
- Since 2016/2017 CHECK24 is main sponsor of ARD Sportschau and it was the main sponsor of of the 12th season of „Ich bin ein Star, holt mich hier raus“. Since september 2016, commercials based on the comedy series „A terribly nice family“ have been appearing on television and on Youtube under the title „Two incomparable families“. Currently they are sponsoring „Let's dance“.
- CHECK24 and ist costumers and employees donated over € 650.000 each to social organisations in 2017 and 2018, according to their own statements.

Competitor profile 2:



STRENGTH

- Strong commercial budget
- Marketing
- Big portfolio

WEAKNESS

- Too many subcompanies
- No focus on one or a few products wideing their product range instantly.
- Several frictions with competitive (insurance) companies (HUK Coburg, Hamburg Mannheimer, Verivox...) → (bad) advertisement

OPPORTUNITIES

- It is not very well known, that CHECK24 is a bavarian company founded in Munich. („Made in Germany“ was always a marker for best quality.

THREATS

- Radio- and TV-commercial was really nervy for a time, it polarize the consumers.
- You get in touch with CHECK24 on very many channels as Youtube pre-video or sponsor of any event like „Let´s dance“, etc...

UX Analysis

- **Usability**

- The User interface of CHECK24 is pretty intuitive. Though the screens are pretty overloaded the navigation through the site is very simple.
- However, the user experience seems very friendly and familiar.

- **Layout**

- As the user loads the app, it takes you directly to the “Search” screen, where you can look for “anything” and will get several outcomes.

UX Analysis

- **Navigation Structure**
- By having many many information on the single screens it is a bit challenging to navigate through the site.
- **Compatibility**
- CHECK24 currently supports iPhone and iPad on the Apple App Store. Also Android on Google Play.
- **Differentiation**
- CHECK24 acts as an amazon parallelum, where you can shop and compare but also conclude contracts or book any services.