

**Who are your competitors
and how are you different?**

WHAT EXISTS TODAY?



Competitor 1: stitchlabs

<https://www.stitchlabs.com/>

Stitchlabs provides a suite of inventory management solutions and integrations from order management to logistics, operations, and analysis.

Their Inventory Management product is a spreadsheet-based data entry and viewing, reporting, automated purchasing decisions, and workflow management.

2000+ brands including Chubbies, Thinx, Peak Design & Topo Designs.



Competitor 2: Unleashed

<https://www.unleashedsoftware.com/>

Unleashed is standalone inventory management software.

Similarly to Stitchlabs, Unleashed software offers a spreadsheet-based product management software which tracks item costs/profits, locations, custom reporting & views, and more.



Competitor 3: Vend

<https://www.vendhq.com/>

Vend is a slimmer point of sale (POS) system that also has an inventory management feature.

COMPETITOR #1



The screenshot shows the 'Orders' dashboard in the Stitch Labs application. The navigation bar includes 'Dashboard', 'Inventory', 'Orders', 'Purchase Orders', 'Contacts', 'Expenses', 'Reports', and 'Integrations'. A search bar is present with the text 'Search for Orders'. Filter options for 'Start Date' and 'End Date' are visible, along with a 'Clear filters' button.

The main content area is a table with the following columns: 'DATE', 'STATUS', 'CONTACT', and 'PROGRESS SUMMARY'. The table contains several rows of order data:

DATE	STATUS	CONTACT	PROGRESS SUMMARY
May 20, 2015	OPEN	Eileen Berk	BILL PAY PAID
May 20, 2015	OPEN	Erin Noonan	BILL PA PAID
May 18, 2015	VOID	Melinda Tucker	BILL PAY PAID
May 18, 2015	VOID	Jerry Petersen	BILL PAY PAID
May 18, 2015	CLOSED	Brian Brown	BILL PAY PAID
May 18, 2015	OPEN	Ronnie Shannon	BILL PAY PAID
May 18, 2015	OPEN	Tyrone Morris	BILL PAY PAID
May 18, 2015	OPEN	David Rose	BILL PAY PAID

A circular callout overlay is positioned in the foreground, showing a summary of order statuses:

- Open: 150
- Past Due: 6
- Ship Date Alert: 1
- Draft: 9

COMPETITOR #2

The screenshot shows the Vend POS system interface for a product page. The left sidebar contains navigation icons for Home, Sell, History, Reporting, Products, Customers, Ecommerce, and Setup. The main content area displays the product details for 'Vetyver Bergamot Hand Set, 500ml' priced at \$139.00. A circular callout highlights the 'Delete Product' button and the product image. The product description reads: 'Vetyver Bergamot hand care set. 500ml Hand Cream + 500ml Hand Cleanser, at extra value. (Inc The best of all natural skincare and all natural fragrance, together Beautifully packaged, and all online orders arrive gift-wrapped Let us know if you would like us to include a special message'. Below the description is a table with product attributes: Brand (PSCL), Handle (HandSet500ml), Supplier (Ingrid Starnes), and SKU (12438). The 'Inventory' section shows a table with columns for Outlet, In stock, and On hand. The 'Product History' section includes input fields for 'Period start' (01 March 2016) and 'Period end' (30 April 2016), along with an 'Update' button and a 'MORE FILTER OPTIONS' dropdown.

Natural Homewares

Vend

Products

Home

Stock Control

Sell

Price Books

Product Types

Suppliers

Brands

Product Tags

Customers

Ecommerce

Setup

Vetyver Bergamot Hand Set, 500ml \$139.00

Edit Product Print Label

Delete Product

Vetyver Bergamot Set

Brand PSCL
Handle HandSet500ml
Supplier Ingrid Starnes
SKU 12438

Inventory

Outlet	In stock	On hand
Newmarket		3
Ponsonby		40

Product History

Period start 01 March 2016 Period end 30 April 2016 Update

MORE FILTER OPTIONS



COMPETITOR #3

gareth berry (go shop) Demo Log Out Help

Sales Settings

Import Export Add

Buy Unleashed now

Reference	Warehouse	Status	Currency	Cost	Margin	Total	Action
1234	Warehouse	Completed	NZD	69.00	39 %	113.01	⚙
	Warehouse	Completed	NZD	1.00	80 %	5.00	⚙
	Warehouse	Completed	NZD	5.00	80 %	25.00	⚙
	Warehouse	Parked	NZD	0.00	0 %	0.00	⚙
	Warehouse	Completed	NZD	11.00	80 %	55.00	⚙
	Warehouse	Parked	NZD	1.00	80 %	5.00	⚙

- View
- Print
- Email
- Credit

Sales Invoice Count	2	Total Profit	4.00
Total Turnover	5.00	Total Sales Invoice Value	5.00
Average Profit	80.00%		



STRENGTHS AND WEAKNESSES

STRENGTHS



1. Native integration with eCommerce, shipping & fulfillment and point of sale services.
2. Centralized inventory tracking unifies product information across multiple warehouses
3. Bulk data entry



1. Does not require integration with a suite of products to use.
2. Real-time tracking
3. Native mobile compatibility



1. Customers say: The UX is very easy to learn and easy to use
2. Mobile compatible, and it still works when the internet goes out.
3. Cost (starts at \$99/month)

WEAKNESSES

1. High initial investment. (technology integration costs, learning curve)
2. Customers say it's very slow & has weak reporting
3. No native mobile functionality

1. Customers say: limited/weak reporting
2. Views are not customizable.
3. Very confusing/bloated UX

1. Primarily a Point of Sale application
2. Customers say: weak reporting
3. Phone support costs extra

COMPETITOR UX OPPORTUNITIES



Competitor #: stitchlabs

Stitchlab's inventory management system is highly integrated with the rest of Stitchlab's suite of products. There are a lot of excess features that are not easily hidden from the user when not in use.

Stitchlabs also does not support barcode scanning.



Competitor #: Unleashed

Customers say: UX has overwhelming complexity.

The first thing that struck me just while going through the tutorial was how much stuff is on the screen. For example, when I choose "inventory", there are 10 additional top-level options immediately available. (I'd expect to be able to jump straight to viewing my inventory).



Competitor #: Vend

It's not possible to automatically track inventory with this application. It offers a place to manually input numbers, but further functionality requires having an additional tool such as Stitch or Shopify.

WHAT WILL WE DO DIFFERENTLY?

The main inventory tracking UX for many of the available solutions is essentially a glorified spreadsheet.

We intend to remove barriers to entry that are present in other tools by making the onboarding experience seamless.

Shipping label integration to product SKU

Product SKU integration to inventory management

Inventory system to inform web front for customer to get instant feedback on location specific inventory

Integration between SKU (STOCK KEEPING UNIT) and UPC (UNIVERSAL PRODUCT CODES) for SEO

BLOCKERS, AND HOW WE'LL REMOVE THEM

1. Blocker: Getting access to information on how stores currently manage their inventories.

How to remove: Leveraging connections within retail, building trust with our user group, ensuring that the information shared will be kept internal to our project team.

2. Blocker: Existing software is too complicated to learn & too hard to use.

How to remove: Discover the inventory data that's most important to business owners & remove extraneous information.

3. Blocker: Limited existence of mobile-compatible inventory trackers.

How to remove: Our solution will be optimized for mobile users.

We will measure the following criteria:

- Latency: How up-to-date an inventory is at a given time.
- Speed: Measure time of updating inventory changes.
- Accuracy: Probability a sales associate correctly identifies specific availability in the inventory.

PRIVACY & SECURITY CONCERNS

- Because this solution will contain information about a company's sales and inventory, authentication/ access restrictions to that information will be key.
- Web customers should have access to information about inventory, but we must be careful to only disclose only what is necessary to make the sale