

# Competitor Report

- against My Fiji Store

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THE  
PROJECTS  
COLLECTIVE FJI ISLANDS



# Introduction

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**Purpose:** To compare The Projects Collective against its biggest competitor, My Fiji Store.

**Aim:** To analyse each of their websites, social medias (Facebook and Instagram) and their product range - highlighting the good and the bad.

**SWOT analysis:** on The Projects Collective's website, social media and product range.



VS.





# Content



- Background Information
  - Market comparisons
  - Google Search
- Website Analysis + Recommendations
- Social Media Audit (Instagram and Facebook) + Recommendations
  - SWOT Analysis - a summary

# Background



## The Projects Collective

- The Projects Collective (TPS) first opened its *shop and café* space in Korolevu Fiji in April 2018, who operate both in-store and online.
- Combined the idea of selling Pacific artisans' products such as gifts (weddings too!) and provide a space to socialise and create.

## My Fiji Store

- My Fiji Store (MFS) is an *online* gift store and delivery service based in Nadi near Nadi International Airport, started in 2016.
- They offer souvenirs and products all created by Fijian Crafters and Artisans, also offering wedding gifts and website designing.

The main challenge is...

- My Fiji Store's technological advantage - website designing and primarily being online.

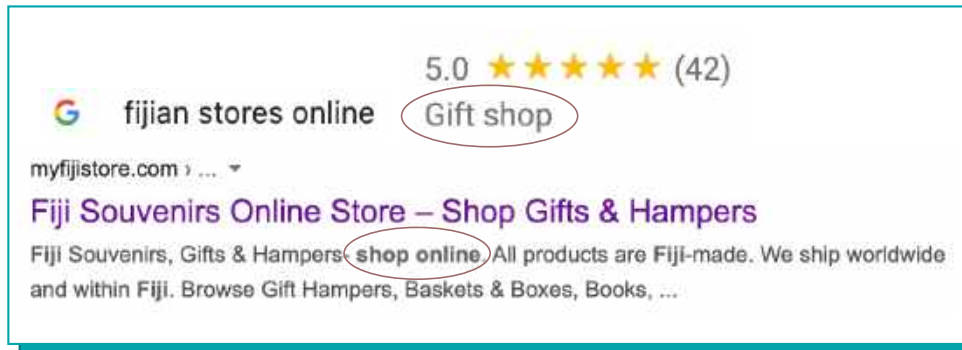


	The Projects Collective	My Fiji Store
Number of Brands	In-store: <u>Over 70 brands</u> (claimed on Insta bio). Online: (estimated count) over 40 brands.	<u>24 listed brands</u> . - <u>7 of which TPC also sells</u> : Bula Katiki, Bula Buddies, Dilo Up, Fiji Spice Queen, Kana Vinaka, Sharon Light Books and Tui's Gang.
Product Range	All Fijian-made. <u>Mainly women's clothing and accessories</u> . Children's books and toys. Also, body care, homeware, men's clothing and gifts.	All Fijian-made. Markets more on their <u>food, children's toys/books and art</u> products - popular selling items? Also, accessories, home décor, clothing etc.
Audience	In-store: <u>the community, tourists and creators!</u> Online: <u>More for women</u> , then kids and men. Targets weddings and events for personal delivery etc.	<u>No clear audience</u> as they sell a variety of items. Also markets for weddings and personal events.
Price range (in AUD\$)	\$6.15 (coin purse) to \$265 (hammock) - Also, prices varies depending on personal/customized items.	\$7.28 (bookmark) to \$355.72 (customized hamper) - And, prices varies depending on personal/customized items.
Other services	Meeting rooms and desk space bookings.	Website designs.

\*\* Pricing: MFS prices are higher than TPC - way out of free shipping (+ near airport) as it is already included on price, which can add up.

# *Website Analysis*

# Google Search

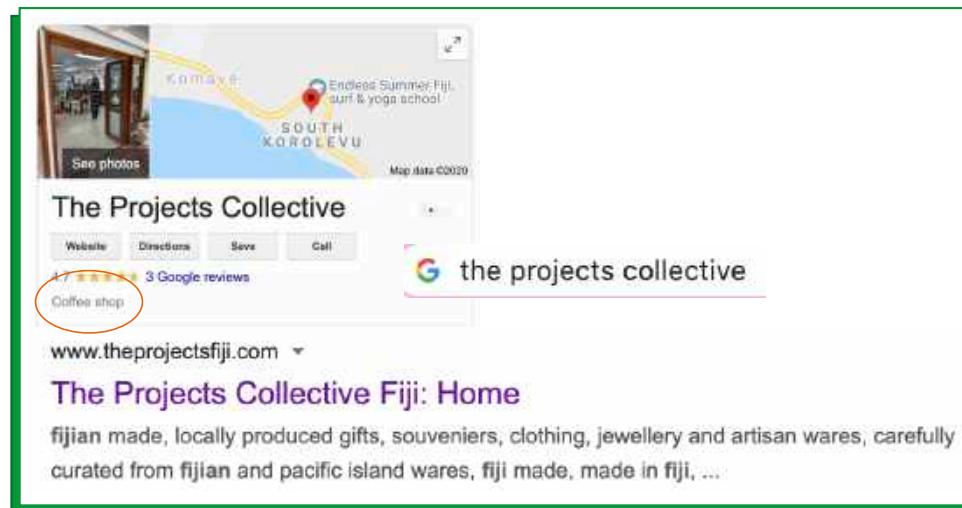


## Key Points:

- Search for 'Fijian stores online' - My Fiji Store appears on the 1<sup>st</sup> page whilst TPC was on the 6<sup>th</sup> page.
- Title: 'Coffee shop' - different to Facebook 'Shopping & Retail'.

## Suggestion:

- Caption content: Use key words such as to 'store'/'shop'/'gifts' - especially 'ONLINE' - to increase change of TPC to be seen on this results page.
- Reviews: increasing reviews may boost the position of TPC on the results page.



# My Fiji Store Website

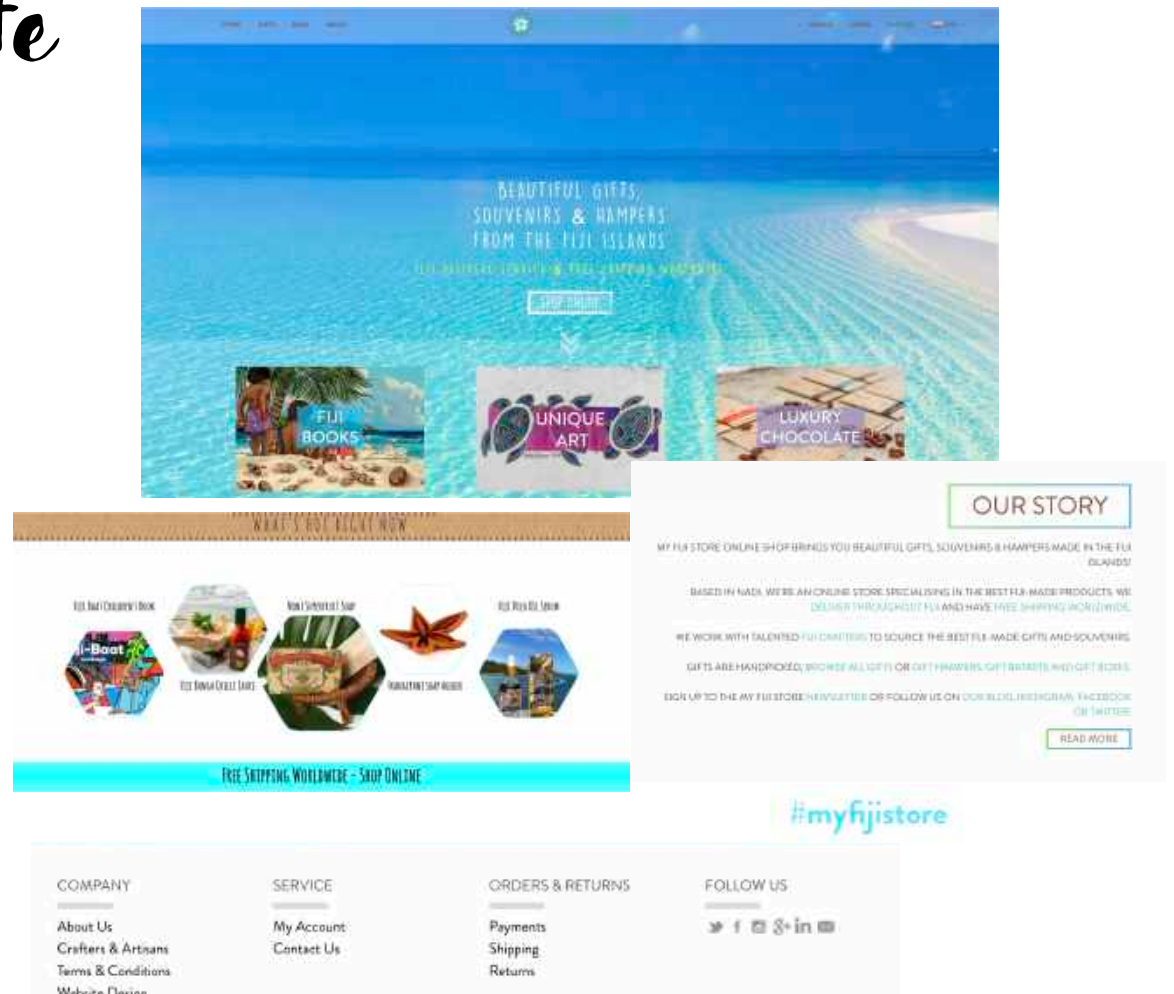
Homepage: bright and fun yet calming

Format/Layout:

- Uses small sections covering most of the page with fun borders on text.
- Includes: background, blog, reviews, what's hot selections.
- 'Shop online' centered = invitation and displays their popular products.
- Account: a way for advertising and knowing number of customers.
- Search engine: reliable, quick and easy - user-friendly.
- Offers: free shipping (emphasised always), occasional discounts etc.

Performance:

- Smooth animations - easy scrolling and quick access to products.





# My Fiji Store Website



Tone: short and informative (e.g instructions)

- Text: filters are capitalised. Uses different colours for dividing e.g shades of brown.
  - Makes bold/turquoise text stand out for attention.
  - Use of short sentences and paragraph for each topic.

Store section: uses every available space.

Format: follows the clear, blue relaxing beach theme.

- Extension: shows all brands and categories for quick access.
  - Faulty 'Gifts' main extension - does not show all brands fully as too long of a list.
- Each row has 4 products, 60 products per page.
- Product display: full image of product - different sizes, and no brand labelling shown.

Content: every opportunity to click on a product.

- Thoughtful categorisation - alphabetical category/brand lists.
- Top and bottom banner to advertise a category or brand.
- Various changeable currencies: GBP, AUD, CDN, US...

# My Fiji Store Website

Product in detail: it's all in the images and description.

Format/Content:

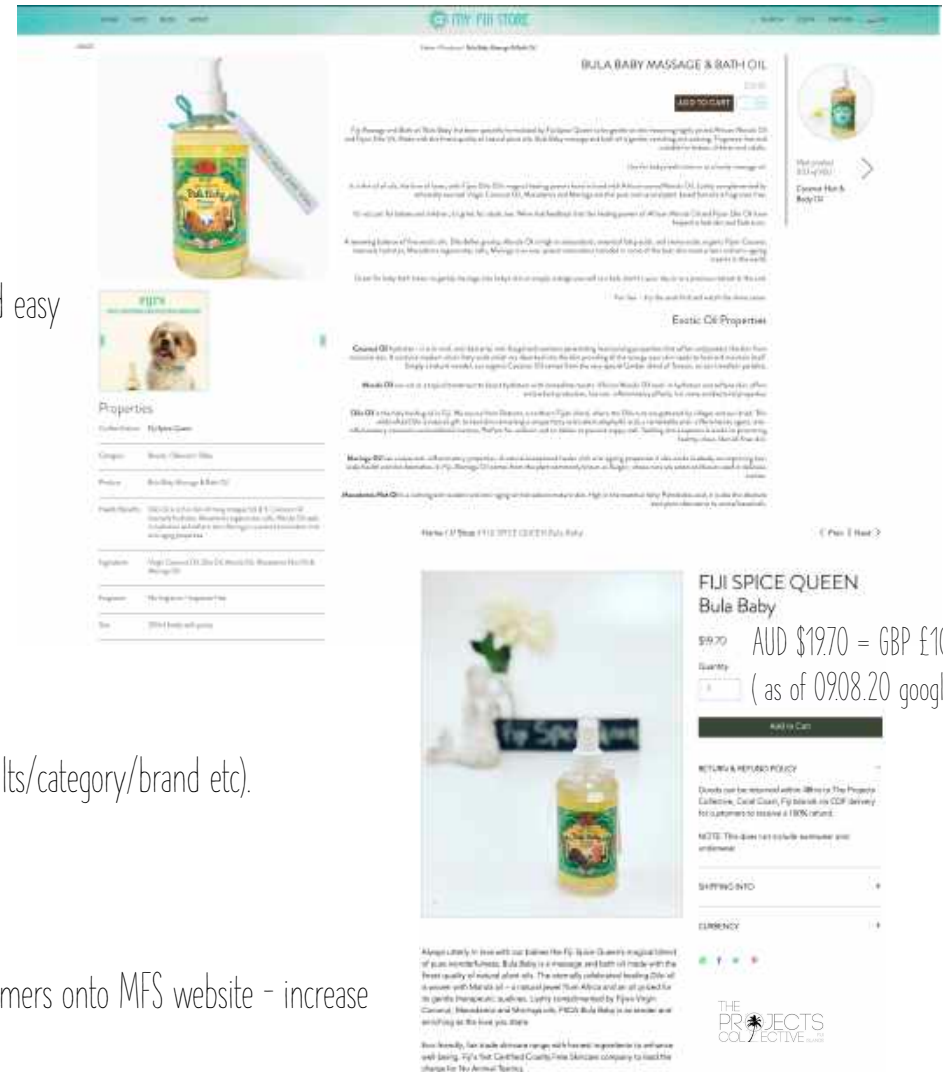
- Uniform, spaced out paragraphs and summary section - highlight important info and easy to read.
- Use of bold text and capital letters to section each part.
- Most products have more than one image - gives customers a variety of angles and information.
- Description: copied and/or expanded from the artisan's description.

Functionality:

- Includes back/next buttons - a little sneak-peek of other products (according to results/category/brand etc).
- Product details appear instantly, no need to scroll necessarily.

Findings:

- Brand connection: Like Tui's Gang's website - buying their books sends the customers onto MFS website - increase chances of sales.



# The Projects Collective Website

Home Page: Professional looking and Personal.

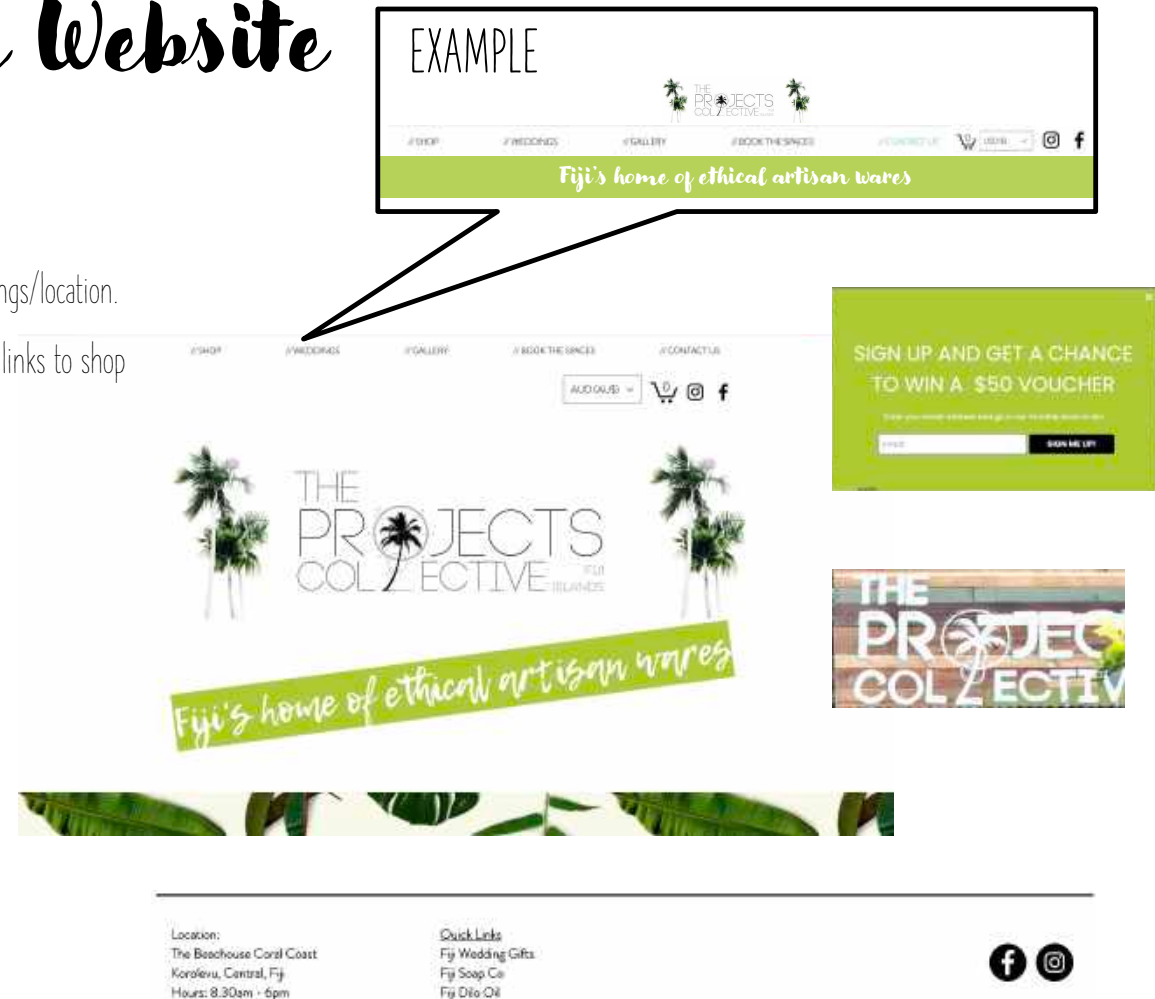
Format/Layout:

- Unique green/brown forestry theme - reflects with their physical store surroundings/location.
- Includes: logo, slogans, aims, message, opening hours, gallery, weddings, map and links to shop section.
- Offers: email sign up for voucher, seasonal discounts etc.

Performance: web browser and mobile phone friendly. Limited animations.

SUGGESTIONS:

- Colour scheme: of the business' sign, making it more fun/creative.
- Organise and Prioritise:
  - Change up of logo position (more for store section) as seen on the example.
  - Look at the order of information on Home Page. Consider an 'About us' section.
- Page Links:
  - Note: 'Fiji made products' link error? - linked to a single product.
  - 'Quick links' - could be introduced closer at the top of home as well. Popular products?



# The Projects Collective Website

Shop section: simple, formal and user-friendly.

Format/Content:

- Logo followed by products below: 3 products per row, 21 products per load.
  - Logo: Think about using it for advertising other products or minimise.
  - Product display: Clear, uniformed square-filled image with animation and quick-view (something MFS don't have).

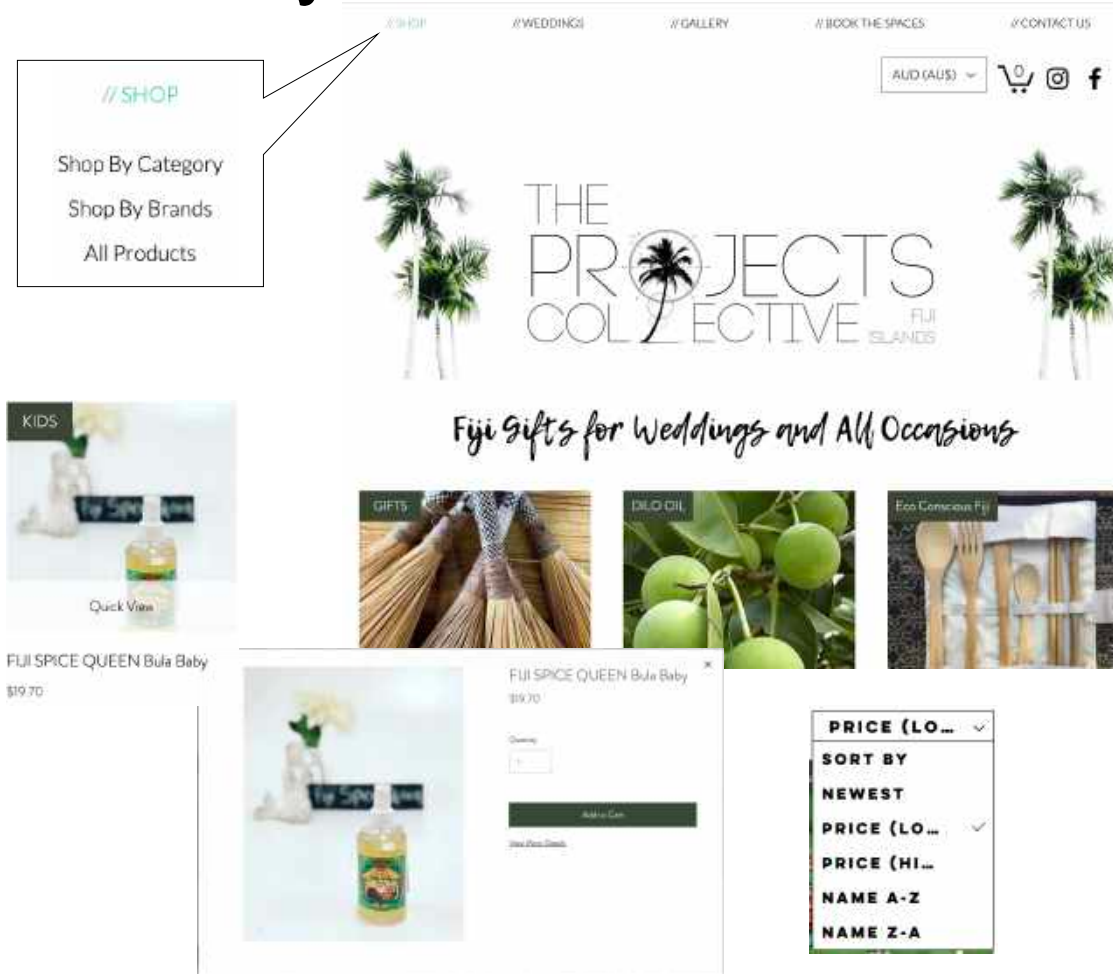
'Shop' tab: uses extensions - easy access (act as a filter).

- Consider further extensions to show all brands/category for short-cut.
- 'Shop by Brands': 8 main brands - it be great to list all other brands to continue that faster/easier access for the web-users.

Filter: Great use! Even better to have it on the 'all products' page - something MFS does not provide.

Quick view: User-friendly - works well, no need to go on another page.

- Could add a little description above 'view more details' - to increase interest by having better understanding of the product shown.



# The Projects Collective Website

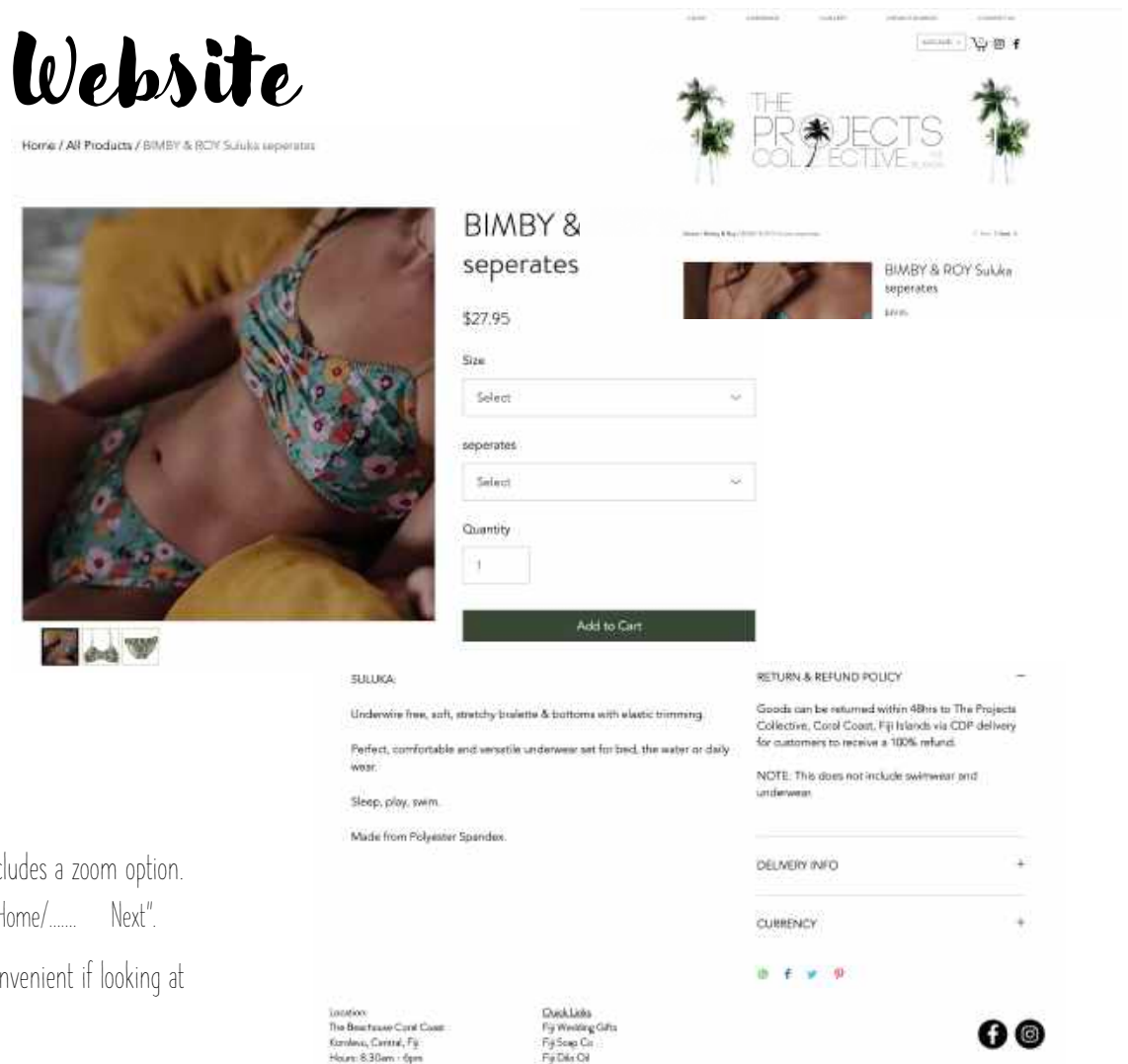
Product in detail: sectioned and covers page well.

Format/Content:

- Provides images and (at times short and) simple descriptions - try to use brands descriptions as guide-lines but **BE CAREFUL!**
  - i.e Fonu jewellery: 'See Size Guide Above' - but not provided anywhere on the product page.
- Check for spelling mistakes on some of the products descriptions.
- Social media links - used to promote specific products. Great idea!
- Return & Refund Policy, Delivery info and Currency: shown in some products but not all - can be misleading of what can be returned or not etc. Technical error?
  - Solution: provide its own page for easy access via bottom section of page 'quick link' and will provide extra room for product details.

Functionality:

- Previous/Next: Good transition but repetitive scrolling down to fully view the product. Also includes a zoom option.
  - Solution: minimise logo size - for less scrolling or try to keep page stationary - starting view "Home/..... Next".
- Currency option (on multiple tabs) - always returns back to AUD\$ - which may become inconvenient if looking at various products to compare. So, it be great if it stays the same throughout the website use.





# The Projects Collective Website

Weddings: Love the personal message!

- Check for spelling and grammar mistakes.
- Consider using a larger text or bolder text for an easier read.



*The Project's Collective is Fiji's home for all things ethical for wedding gifts!*

Whether you are looking for wedding favors, fern party bags, groomsmen or bridesmaids gifts, you have chosen this our beautiful islan destination for your wedding, why not include an additional taste of paradise for your friends and guests.

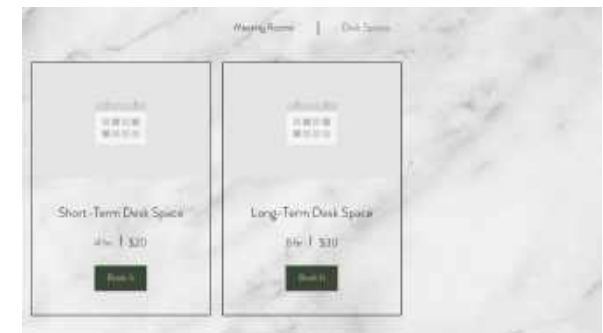


Gallery: Love the video!

- Blog-like page - flows nicely.
- Maybe add a title and subtitles in each section.
- A change of colour background when photos are enlarge - as text can be hard to see.

Space Booking: unique to MFS!

- 'Stationary' did you mean 'stationery'?
- Maybe include some images of the meeting/desk space - to give the customer a view and it will fill the space more.



# E-commerce Importance!

Options:

Keeping it on product detail page:

- Make sure that it is displayed in each product page - can be misleading.

Creating 'Shipping & Return' quick link:

- A better solution - faster/easier access and in much more detail.

00000000  
Fiji Delivery Service and Free  
Worldwide Shipping  
INTERNATIONAL DATES AND TIMES  
DISPATCH TIMES  
Fiji Delivery Service  
CONTACT US

## Shipping

### Fiji Delivery Service and Free Worldwide Shipping

If you are in Fiji or want to send a gift to someone in Fiji then good news - we ship to all the major Fiji islands, with next day delivery on the main island Viti Levu. Have a look at our [Fiji Delivery Service](#) below.

We ship all over the world with free worldwide shipping! When you add an item to your cart and select shipping country, you will see that there is no delivery charge added for worldwide shipping (different pricing applies to products delivered in Fiji). Whenever your location, we will try our very best to get My Fiji Store products to you as quickly as possible! If for some reason your shipping location is not in the drop-down menu, [contact us](#) so that we can figure out the best way to ship to you.

Please bear in mind that our products are made and shipped from the tropical islands of Fiji, which is probably a bit further away from you than you've used to! That's one of the things that make our products so special - made in paradise with natural, beautiful materials and brought to you direct from our local [Crafters](#).

Within Fiji we use Fiji Post's EMS services. For our international customers, we use Parcel Post for regular delivery.

### International duties and taxes

We try to pick gifts that are customs-friendly, detailing any known customs requirements on the product details page in the 'Properties' table. If there is no Customs field in the 'Properties' table then there are no known customs issues for that product.

### Dispatch times

We aim to dispatch all worldwide orders within 36 hours of receiving them. For orders received before 11am Fiji time we will endeavour to get them in the post that day. Otherwise, your order will be dispatched first thing the following morning. The post in Fiji does not operate on Sundays, so orders received after 9am on Saturday will be dispatched on Monday.

It's important to us that we send your gifts as quickly as we can - we do not run on Fiji time when it comes to our customer's satisfaction.

All our worldwide parcels are tracked. If you have created an account, you can check the status of your order at any time using the 'Track my order' section when you log in to My Fiji Store. If you have any queries then don't hesitate to [contact us](#) quoting your order reference. We are here to help!

## Returns

### My Fiji Store return/refund policy

My Fiji Store will refund damaged or defective items. We want you to be happy with your Fiji-made gifts so let us know if there are any problems.

We will issue a full refund for damaged or defective items, provided you let us know within 14 days of receiving the item.

Our aim is to send you beautiful Fiji-made gifts and products that you'll love and want to recommend to your friends. So if there are any issues at all then let us know and we'll do our best to fix them.

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THE PROJECTS  
COLLECTIVE

## RETURN & REFUND POLICY

Goods can be returned within 48hrs to The Projects Collective, Coral Coast, Fiji Islands via CDP delivery for customers to receive a 100% refund.

**NOTE:** This does not include swimwear and underwear.

## DELIVERY INFO

The Projects Collective uses CDP to deliver goods door-to-door around Fiji.

There is \$5 Flat Rate fee.

## CURRENCY

**PLEASE NOTE:**

All Prices on the Website are in Australian Dollars (AUD)  
All Prices in Store are in Fijian Dollars (FJD)

# Website Helpful Links

- Favicon: add your logo on your search tab:

<https://favicon.io/tutorials/what-is-a-favicon/>



- SEO Key words research: <https://ahrefs.com/blog/keyword-research/>



# ***Social Media Audit***

Instagram and Facebook

Format/Content: High quality and uniformed posts.

Theme: Cool bright blue beaches and warm sunsets - purpose of targeting tourists i.e for beach lovers and travelers' inspirations.

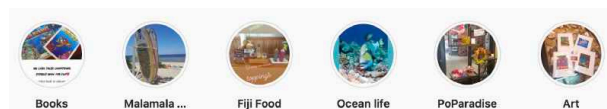
- Hasn't changed since June 2016 - maybe a lost of interest as traction declines?

Type of posts:

- Occasion/event-related - such as Christmas, Independence day, sports events, wedding events etc.
- Stories: messy includes products, trips and other stores.
- Slideshows: to promote its products (5 posts since Nov 2018).
- Only 2 posted videos: a promotional competition and environment.

Source of posts: Other Instagram users such as travelers, locals and employees - who are all given credits.

Frequency: From Jan-June 2020 around 4-5 posts per month but increase posts in July 2020 of 21 photos - maybe a strategy to increase activity and bring sales during Covid-19.

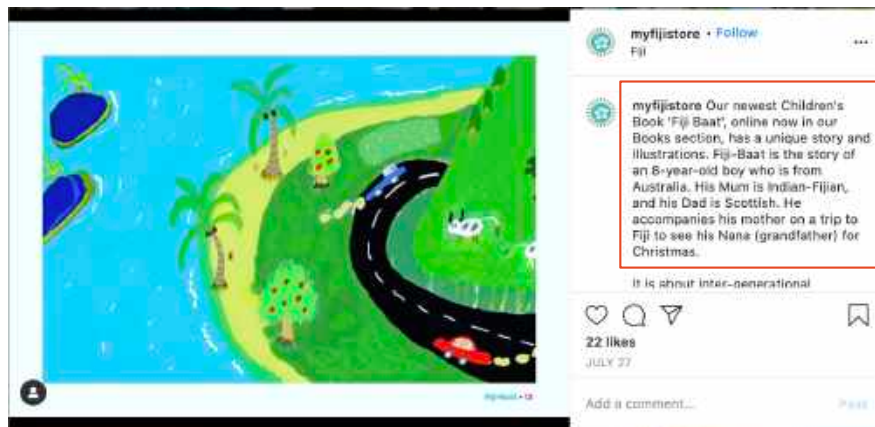
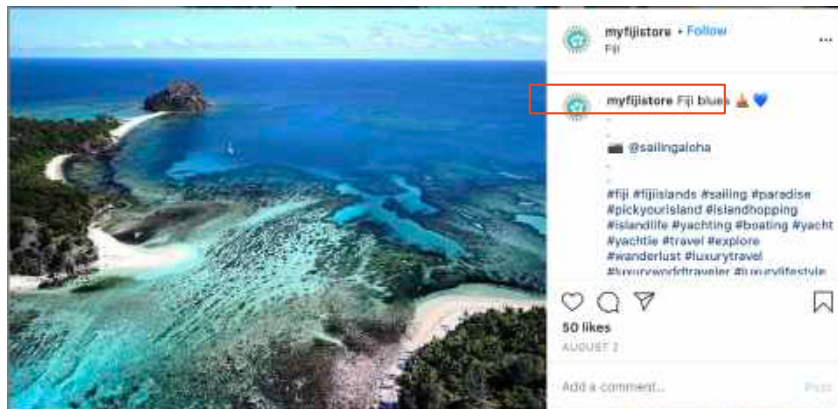


# My Fiji Store's Instagram

Aug 2020



June 2016



## My Fiji Store

Fiji Artisans Online store ♥ 🇫🇯

The best Fiji-made products, gifts & hampers 🍷📦

Free Shipping Worldwide 🌐 ✈️ Delivery in Fiji 🚚

[myfijistore.com](http://myfijistore.com)

# My Fiji Store's Instagram

Tone: from simple to full-pack informative descriptions.

Bio: 'best' and 'free shipping' - clear message of what the store offers. Emojis used as dividers in between each point.

Casual/joke: uses emojis throughout.

- Short one-line description (usually on beach posts – seen more recently) or ending a long para.
- Questions - start a conversation and increase interactions with followers.

Informative:

- Some posts are formal and straight to the point of advertising their products - writing a concise description
- Educational: Fijian to English translations, and background/definition to some products.

Hashtags: on all posts

- Commonly: #fiji, #myfijistore #travel, plus anything else related to the post. Usually more than 10 hashtags.
- Don't recommend too many as overtime not that effective (see recent posts shows likes has decreased).

Geolocation: used in each post - expands marketing its business as always different.



Traction: a fluctuation of likes and comments.

Most liked photo posted in August 2018 of an island with over 700 likes.

- Until now (Aug 2020), the post that gets the most tractions are high-quality images of beaches and sunsets.

Slow traction decline: since Oct 2019. i.e two posts of the same product displayed (2-year difference) have different traction.

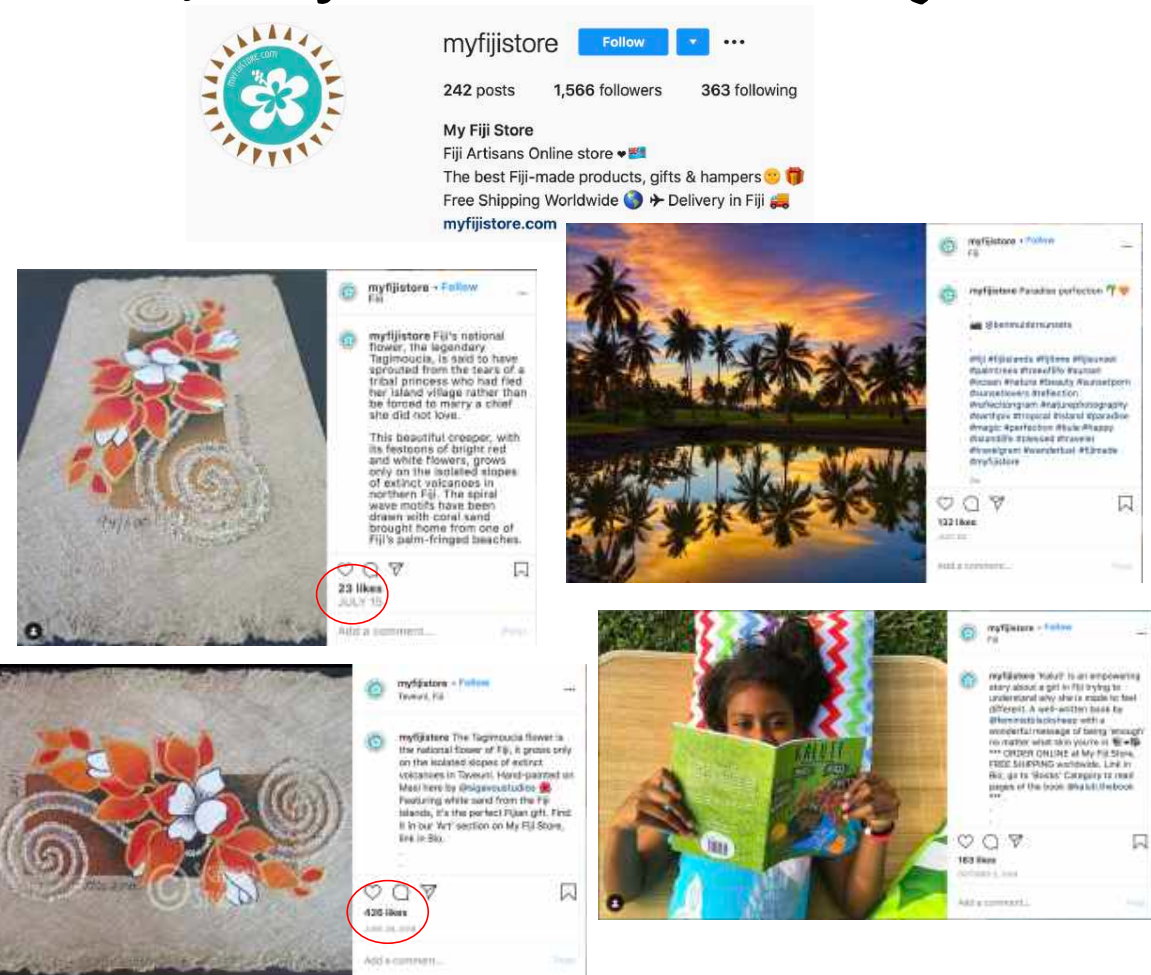
- between Jan-July 2020 average 44 likes (of 48 posts) and 10 or less comments.

Interaction:

- #myfijistore - easily tagged to other posts.
- Website link in bio for easy access to online store.

Almost all comments are liked by MFS, and any questions are replied to - even if repeated on the same post - personal customer service.

# My Fiji Store's Instagram

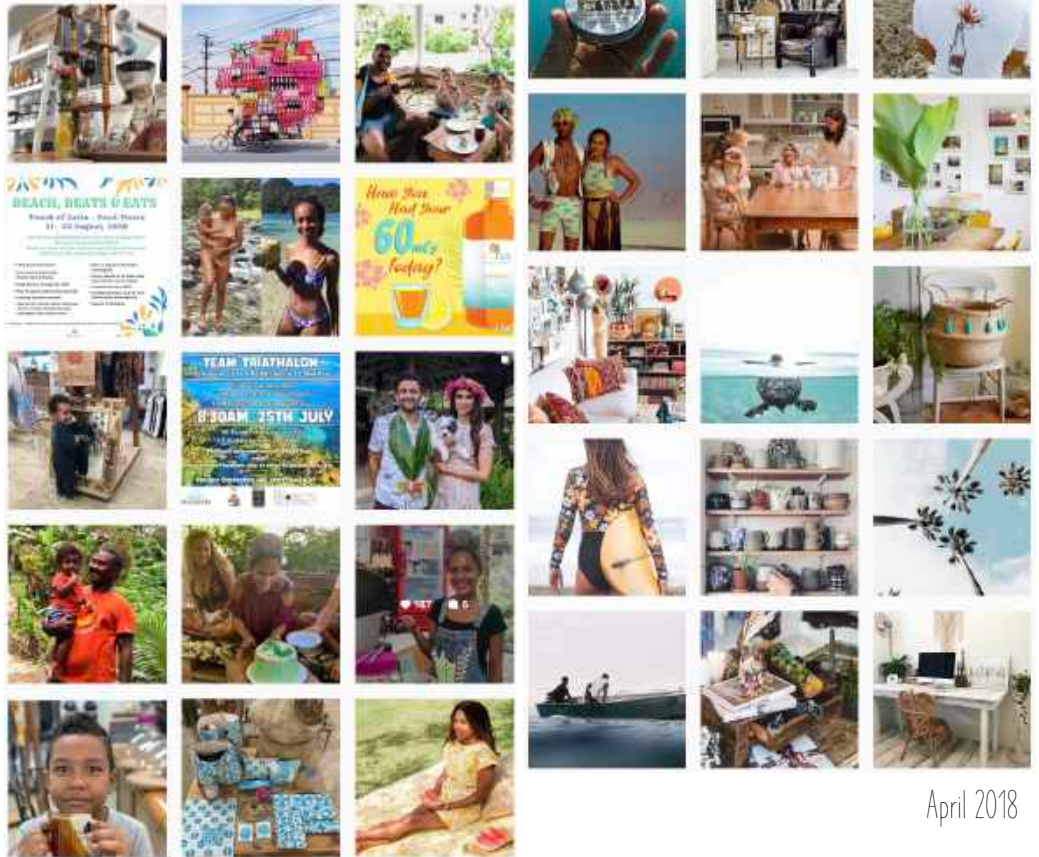


Format/Content: Relaxing to fun times!

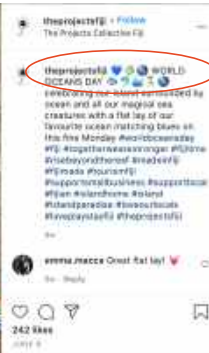
Aug 2020

[illegible]

- [illegible]

[illegible][illegible]





# The Projects Collective's Instagram

Tone: Bold, bulky and personal.

Fun/lively/imaginative: use of emojis throughout.

- Have a sense of of the store's atmosphere.

Announcer:

- Use of capital letters for big announcements and special occasions. Very effective!

Blog style: most of TPC's posts include chunky descriptions.

- With personal messages.
- Informative: simple and concise.

Hashtags: most common #theprojectsfiji and related to post.

- Works best when it relates to a celebrated day inter(nationally).

Geolocation: mainly store location - great marketing.



# The Projects Collective's Instagram

Traction:

High traction:

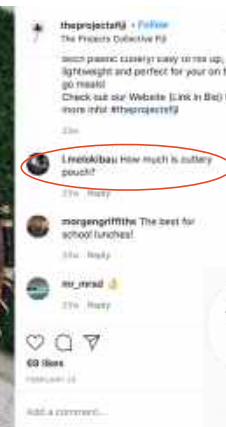
- Giveaways and competitions – through DMs and tagged comments; bringing new followers/customers.
- Also posts of people bring more likes than other posts – suggesting followers like the more personal touch.

Posts (Jan–July 2020): expected (on average) is 104 likes (out of 44 posts) – Likes and comments are higher compared to MFS.

Interaction:

- Website and address linked in bio – for easy access of information.
- Great Listener: always values what customers wants through posting for brand ideas.
- Good at replying to comments but some missed opportunity.
  - To increase online customer service – be constantly checking for comments (even if they are from past posts)

Great use of #theprojectsfiji – tagged onto other posts.



# My Fiji Store's Facebook

Format/Content:

Simple bio: about them and what they offer.

- Cover photo: high quality image of products (from a 2017 post).

Types of Posts:

- Includes both Instagram posts and more specifically FB content such shared posts, multiple images and links.
- Displays more product deals on here - suggesting they are using their higher followings to promote more discounts.

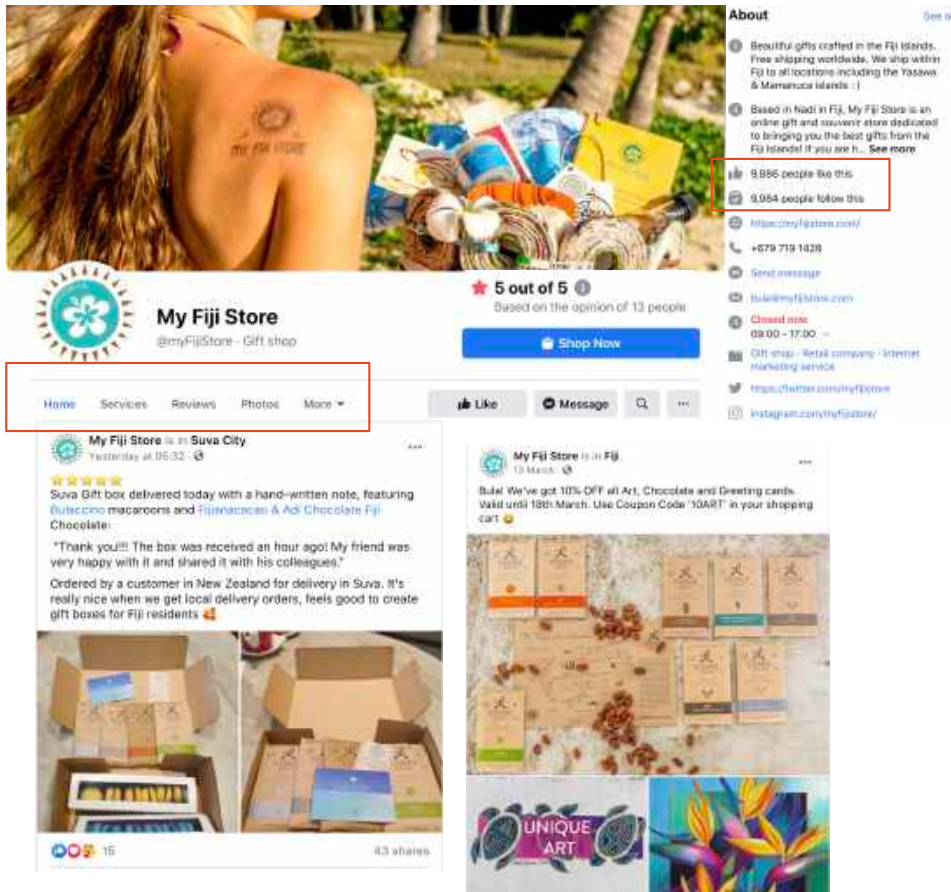
Products: they are shared and liked more compared to the scenic view posts.

- Descriptions: they do not include hashtags - more about the personal message/ad.

Page tabs: organized by what customers may look for more.

Interaction:

- Best social platform with nearly 10k followers.
- Reviews: All positive. Often replied/liked by MFS as well as shared on FB posts.
- Main interaction with other local brands, customers and partners through sharing.



Data collected on 12 Aug 2020



Format/Content:

# The Projects Collective's Facebook

Bio: Simple and inviting

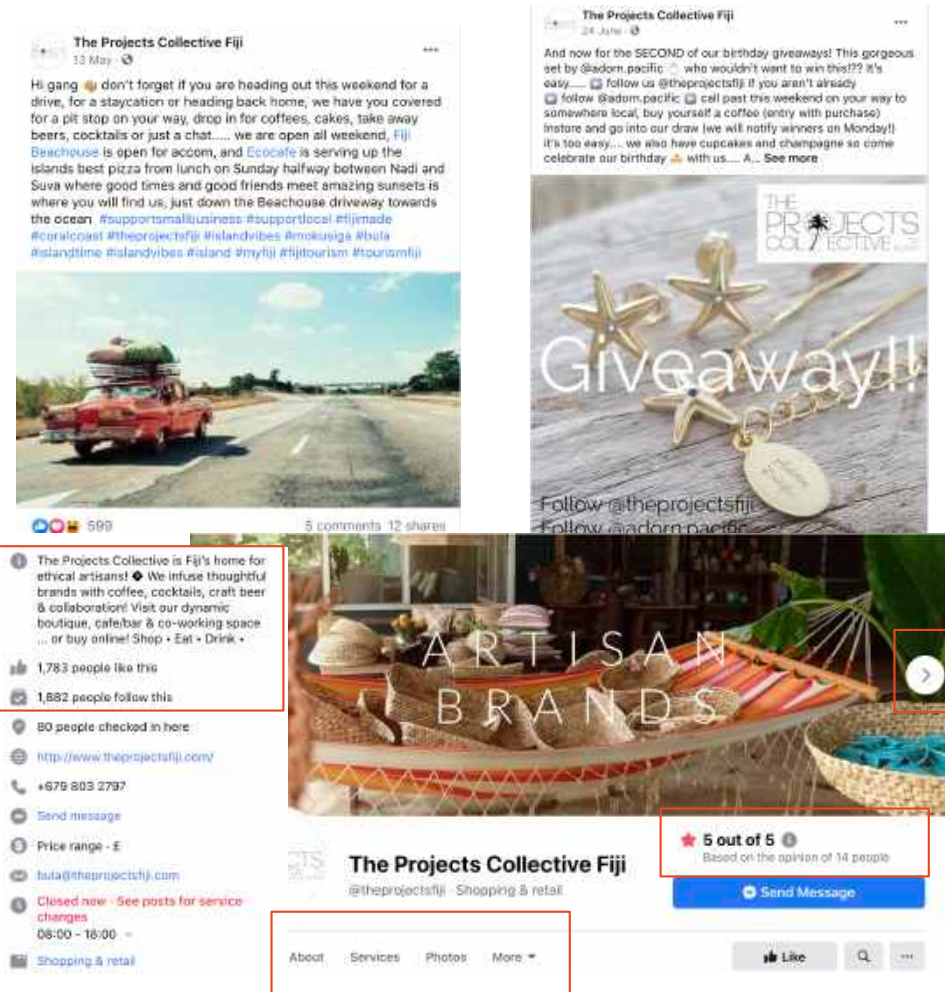
- 'Shopping & retail': Great categorizing business for its instore/online.
  - IDEA: include other categories – i.e 'gift shop' especially if searched by locals TPC may rank higher when searched.
- High quality slideshow cover photos – Great way to showcase the variety of services.
- Suggestion: could include other social media links i.e Instagram in bio.

Type of Posts:

- Usually the same as its Instagram posts – with the same descriptions.
- Competition posts – a good way to increase following on this platform.
  - IDEA: Use Instagram stories/posts to bring followers on your FB page.

Interaction:

- Lower following than MFS and TPC's Instagram account.
- All positive/reliable reviews: It would be great if they are liked/replied.
- Some comments are left unanswered – if answered may increase customer satisfactions.



# SWOT ANALYSIS

SWOT	Social Media	Website	Product range
STRENGTHS	<ul style="list-style-type: none"> <li>• Represented by Bula Bride as an option for services on their website.</li> <li>• Have a strong community both online/in-store.</li> <li>• Great audience on Instagram - with consistent posts.</li> </ul>	<ul style="list-style-type: none"> <li>• Contains all the necessary layout/information for online store.</li> <li>• Wix.com platform - easy customisation with great access to tutorial e.g YouTube.</li> </ul>	<ul style="list-style-type: none"> <li>• Greater variety of brands.</li> <li>• Having both a physical and online store.</li> <li>• Price: Staying true to value - could be highlighted more!</li> </ul>
WEAKNESSES	<ul style="list-style-type: none"> <li>• Low Facebook platform compared to your own Instagram and MFS overall social media following (over 12,000 followers).</li> <li>• Interaction with customers e.g questions in comments.</li> </ul>	<ul style="list-style-type: none"> <li>• Format/Content i.e: space usage, spelling and grammar mistakes, font sizes, etc.</li> <li>• Position on Google Search - found on 6<sup>th</sup> page from searching 'Fijian stores online'.</li> <li>• E-commerce essentials e.g FAQs on shipping, returns, payments, policies etc.</li> <li>• Currency option (on multiple tabs) - automatically goes back to AUD\$.</li> </ul>	<ul style="list-style-type: none"> <li>• Not all products are listed on online store.</li> </ul>

# SWOT ANALYSIS

SWOT	Social Media	Website	Product range
OPPORTUNITIES	<ul style="list-style-type: none"> <li>• Great following on Instagram - best/ideal marketing platform i.e promotion (AD).</li> <li>• Increase Facebook activity - be more active i.e increase different content to Instagram.</li> </ul>	<ul style="list-style-type: none"> <li>• Offer faster/easier access to products/services by having extensions, search engine and filter tabs throughout.</li> <li>• Provide all brands the platform online</li> <li>• Work on Prev/Next buttons - when clicked, the next product is displayed fully (no need to scroll) - to make website experience smooth sailing.</li> <li>• Reorganise homepage - to make it stand-out more and be more user-friendly.</li> <li>• Quick links of bottom of websites</li> </ul>	<ul style="list-style-type: none"> <li>• Grow your product range such as bringing in art-work - as I think it will go so well in your store.</li> <li>• Offer discount if you spend \$\$\$ to get free shipping? - attract international customer?</li> </ul>
THREATS	<ul style="list-style-type: none"> <li>• Missing social platform such as Twitter and LinkedIn.</li> </ul>		<ul style="list-style-type: none"> <li>• Pricing/Offer of products on the brands actual websites.</li> <li>• Brand connections on other online platform such Tui's Gang.</li> </ul>