

# Trading App - Competitive Analysis



Game-TZ is a no nonsense site that is all about community. Here the gamers run the show. The site has been around since the 90s and although they have updated the site a few years ago, it's still not as polished as it could be. It has no fees and works to support video game fans through a robust rating system. Trades are encouraged but people will exchange cash, digital game codes or even paypal or gift cards. Their title would suggest they only do games but the site also does books, CDs, DVDs and more.

**Positioning:** A Community of Gamers built on trust. They support the community by not charging fees. Simple and straightforward, built on principles of a forum/community rather than an application.

**Primary Audience:** Gamers- casual and hardcore looking to maximize their spend, media consumers (books, DVDs, movies). People not too concerned with flash, blue collar men aged 25-50

**Differentiators:** No fees (subscription available), long history of supporting game community

	Strength	Weakness
<b>Internal</b>	<ul style="list-style-type: none"> <li>- Dedicated trading post for gamers, but expanded to books movies and more</li> <li>- Star rating instills trust in buyers</li> <li>- Been around since the mid 90s (as long as ebay or craigslist)</li> <li>- Trader's Oath is a nice touch to instill community among members</li> <li>- Allows user to choose Trade, Buy, sell or any combo thereof</li> <li>- Has a "Sleep" feature so that people can take part in site without getting offers</li> <li>- Forums and Chats for users create community</li> </ul>	<ul style="list-style-type: none"> <li>- Need to send first as a new user until star rating is "bronze" or higher</li> <li>- Getting started guide, takes a lot of effort to get started</li> <li>- Users can post collection but cannot trade for those items (leads to confusion)</li> <li>- Too many emojis can be confusing to first timers to what they mean</li> <li>- "Available", "Wanted" nomenclature confusing</li> <li>- No way to sort through large collections</li> <li>- Site is more like a forum than website</li> <li>- mobile website is VERY dated hasn't been updated since 2012</li> </ul>

	atmosphere - Free but offers Subscription modes with different benefits - Search feature makes it easy to start posting collection	- No strong brand since game in title but they also exchange movies, books etc... - Database does not include LRG, SRG, SL,SR limited print games
	<b>Opportunities</b>	<b>Threats</b>
<b>External</b>	- Deeply respected among gaming community and collector space - Trading digital codes may help revitalize community and bring in new users - Limited print run publishers may help increase viability of trading games	- Market is looking for modern solutions and website isn't quite up to 2019 standards - Market is pushing for Digital games- to be in the "cloud" or download from one central source - Newer upstart may create more buzz than this website that is well over 20 years old - Since it's community driven, service is only as good as community behind it



See the value of a game easily and add games to buy or sell with a few clicks. Biggest drawback is site uses credits for most transactions. It says you can receive cash but it is not easily apparent how this happens. No good upkeep of site, although it does have more of a modern look than GameTz.

**Positioning:** Sell or Trade Games at their true Value, with a functional website for busy people

**Primary Audience:** Gamers looking to maximize their spend, males 18-40

**Differentiators:** No fees, free for buyers, using credits on their site

	<b>Strength</b>	<b>Weakness</b>
<b>Internal</b>	- Focus on gaming makes it easy to see the	- Website not well maintained (graphs don't make sense,

	<p>value of games</p> <ul style="list-style-type: none"> <li>- Buy, sell, trade (versatile)</li> <li>- No need to write descriptions, games are already in database- just click to add to list</li> <li>- 100% guarantee to receive the game or receive the value back in credit</li> <li>- Retro game titles available (NES, Gameboy, Genesis, etc..)</li> <li>- Forum available for new users and community building</li> <li>- Blog updated with podcast of new gaming news</li> </ul>	<p>games for Switch called for WiiU)</p> <ul style="list-style-type: none"> <li>- Content creators highly valued-have their own section on site</li> <li>- Database far from complete (no LRG, SRG, SL,SR limited print games)</li> <li>- 100% Credits use may turn off some users bc "money" may sit without being used</li> <li>- Popup notices do not disappear automatically</li> <li>- Seller pays shipping (doesn't seem fair)</li> <li>- Queue system for games have some complaining why seller can't decide what trade is best</li> <li>- How do i get \$? Not exactly clear</li> <li>- Unclear searching process for games</li> </ul>
	<b>Opportunities</b>	<b>Threats</b>
<b>External</b>	<ul style="list-style-type: none"> <li>- Easy to scale into newer systems and consoles</li> <li>- Trading digital codes may help revitalize community and bring in new users</li> <li>- Limited print run publishers may help increase viability of trading games</li> <li>- Renewed interest in collecting creates new market opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Ubiquity of cell phones means having a mobile app or presence a must</li> <li>- High value items flooding market without major retailer support</li> <li>- Games released so frequently requires constant updating of product database</li> <li>- Huge increase in marketshare for OfferUp, Mercari &amp; Letgo offering cash for items</li> <li>- Market is pushing for Digital games- to be in the "cloud" or download from one central source</li> </ul>



The giant of reselling. They have been around a long time and are the gold standard when it comes to sheer amount of items for sale. Trading isn't emphasized but since they are such a leader in the used market they are worth mentioning here. They have so many features for both buyers and sellers they blow away the competition. Their fees also blow away the competition, charging 10% of total sale usually plus paypal fees.

**Positioning:** Where the world goes to shop, sell and give. Website/App has a ton of features Recently they have allowed for charitable donations to happen on their site increasing the "good guy" idea for consumers.

**Primary Audience:** Everyone- range of products appeals to people of all ages and backgrounds (mostly people with basic working knowledge of internet, 12-60)

**Differentiators:** Massive amount of products, biggest marketplace around by volume of sales and market share, Great sorting and notification features to find just the right thing.

	Strength	Weakness
<b>Internal</b>	<ul style="list-style-type: none"> <li>- Huge user base (179 million active buyers worldwide)</li> <li>- Popular with video game resellers and purchasers</li> <li>- Protected from fraud by having Money Back Guarantee</li> <li>- Messaging users in app is easy</li> <li>- Sellers are encouraged to keep ratings high to help buyers feel confident in buying process</li> <li>- Gold standard in finding going rates of used games and accessories</li> <li>- Hints to sellers about things (pricing, free shipping, etc...)</li> <li>- Notifications/sorting features are robust</li> <li>- Promotions/Discount codes provide more savings to</li> </ul>	<ul style="list-style-type: none"> <li>- Fees: Ebay (10% of total sale price and Paypal (3%?)</li> <li>- No trading of anything it's a \$\$ exchange</li> <li>- Auction system will always select the person with the highest bid (not always best deal for seller)</li> <li>- Certain posts can end up costing a lot more based on fees</li> <li>- Some fees are charged whether the item sells or not</li> <li>- Homepage very busy- no clear focus</li> <li>- Features may be hidden under various menus</li> </ul>

	people	
	<b>Opportunities</b>	<b>Threats</b>
<b>External</b>	<ul style="list-style-type: none"> <li>- Infrastructure exists to continue to add to growing product landscape</li> <li>- "Future-proof" as items can be sold new, used, digital or in non-working conditions</li> <li>- Huge chunk of marketshare makes them market leader</li> <li>- Consumers look to recent sales to determine 3rd party market prices</li> </ul>	<ul style="list-style-type: none"> <li>- Consumers see Ebay as evil corporate version of smaller effective selling apps (Mercari, OfferUp, etc...)</li> <li>- Many consumers have never sold on eBay and do not want to buy either</li> <li>- Other applications allow people to meet in person without having to ship</li> <li>- Sellers will find other competitors to sell their items if fees continue to rise</li> <li>- Market is pushing for Digital games- to be in the "cloud" or download from one central source</li> </ul>

## craigslist

If it ain't broke, why fix it? Interestingly enough Craigslist has gone through some changes over the years- although by the look of their homepage you wouldn't know it. They have a large amount of monthly users (60 million) and are synonymous with a good deal. There is some concern with the level of protection the consumer has with purchases, Craigslist remains very much out of the process. They facilitate the platform but the user is responsible for making smart decisions when buying/selling.

Positioning: No nonsense way to get the things you want without being too corporate.

Primary Audience: Everyone who wants what they need for less. Range of products appeals to people of all ages and backgrounds  
 People, blue collar, ages 18-60

Differentiators: No Fees, Popular with renters, Find almost anything, Local deals only. Cash only- but some possibility of trade.

	Strength	Weakness
<b>Internal</b>	<ul style="list-style-type: none"> <li>- Large user base 60 million per month</li> <li>- Variety of items found</li> <li>- Popular with video game collectors</li> <li>- Can set to be notified by email when certain search criteria is met</li> <li>- Generally get the best deals for items</li> <li>- Favorite/Star items of interest</li> </ul>	<ul style="list-style-type: none"> <li>- Site looks old and dated</li> <li>- No official craigslist mobile app (all 3rd party)</li> <li>- No security for buyers/sellers</li> <li>- Lack of trust in craigslist community</li> <li>- Too many scams</li> <li>- No verification</li> <li>- Trading is possible but much harder to have happen</li> </ul>
	Opportunities	Threats
<b>External</b>	<ul style="list-style-type: none"> <li>- Consumers will always need a simple way to find a good deal</li> <li>- Allows community to self govern</li> <li>- Huge chunk of marketshare makes them market leader</li> <li>- Consumers look to recent sales to determine 3rd party market prices</li> </ul>	<ul style="list-style-type: none"> <li>- Bad press can happen in a hurry if scams hurt safety of consumers/sellers</li> <li>- Market knows safety concerns and many competitors provide 100% money back guarantee</li> <li>- No clear revenue building formula</li> <li>- Market is pushing for Digital games- to be in the “cloud” or download from one central source</li> </ul>