



Competitor Audit Report

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1. Competitive Audit Goals

The objective of the competitor report is to gauge how many competitors there are that have a similar offering as JTT Law in price, service and product selection.

2. Who are your key competitors?

There as of today no direct competitors, only the organisations that govern law education or practice in New Zealand.

3. What are the type and quality of competitor products?

There are a variety of required courses that are extremely expensive.

4. How do competitors position themselves in the market?

The competitors act as official regulatory or educational organisations.

5. How do competitors talk about themselves?

The language is quite dry, and comes across as somewhat authoritarian given the subject matter.

6. What are competitors' strengths?

They instill the seriousness of the law profession, and the educational path needed to practice law.

7. What are competitors' weaknesses?

There is little flexibility offered to students in price or product offering. There is not always a clear path to achieving the final goal of becoming a solicitor.

8. Gaps?

Gaps in detailed information about the actual journey through the system, or where to find others seeking educational support outside of the official venues.

9. Opportunities?

The limited sources are austere; some of this could be integrated more into JTT's site. Also some of the organisational features could be more evident in her site.