

# Mini Competitive Audit

Raven Beard Company is a men's grooming business that offers a variety of homemade products for beard care, such as oils, balms, wax, wash, shaving creams, and small amount of apparel. These products are prepared with ingredients such as beeswax, coconut oil, jojoba oil, and essential oils to help shape, hold, moisturize, and condition the beard while promoting hair growth and treating dandruff. Our company also offers a gentle beard wash to remove dirt and buildup without stripping the beard of its natural oils.

Our mission at Raven Beard Company is to empower men to embrace their masculinity and achieve their desired beard grooming goals using our high-quality, natural, and effective products. We provide the best possible experience for our customers by offering a range of premium beard care products that are safe, easy to use, and promote healthy growth. Our commitment to sustainability ensures that our products are not only good for our customers but also for the environment. We aim to create a community of like-minded individuals who share our passion for beards and are committed to helping men achieve the perfect beard they desire.



This is a company offers handcrafted, all-natural beard products and have a similar target audience. They have an adventurous, outdoors style to their theme with medium selection of products. The affordable price range may also be attractive to customers such as college students.



Viking is a competitor to our company as they offer a full line of organic beard grooming products. They claim to have the best and highest quality products available on the market, with a medium price set range, which may appeal to a different target audience.



This high-performance beard care line is like our as they offer handcrafted products made with natural ingredients. They have an earthy tone to their website using greys and browns showing masculinity. They many have a different target audience as they have a higher price range different to ours.



Urban Beard is a beard grooming company that manufactures and distributes products throughout Canada. They make all products in-house, Handcrafted original recipes. ingredients are all natural, locally sourced. Oils are chosen specifically for their softening, strengthening and antibacterial properties. They have a similar price range to our products targeting a similar audience.



Unde for men is a local store in Kingston. They offer more than beard grooming products, which limits them to selling a large variety. Their price range on their grooming products is fair and targeting similar target audience.