

Banyan Leaf Pho House

October 16, 2026 · 3 competitor signals detected

3 competitor signals detected for **Banyan Leaf Pho House** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

WHAT'S MOVING IN THE MARKET

 **Little Ember Ramen** Storefront banner + job posting (Indeed)

A ramen shop is opening in the plaza across the street

A "coming soon" banner for **Little Ember Ramen** went up in the plaza across the street, and they posted job ads for cooks and cashiers this week. Their posts mention a lunch combo and online ordering for pickup. They are not open yet.

→ **Action:** Nothing to change before they open. Ask a few regulars what brings them back — the broth, the speed, the people — and say that on your menu board and your Google profile. If your pickup orders are ready fast, put the usual wait time on your online-order page.

Sources: Storefront banner + job posting (Indeed)

HIGH PRIORITY

  **Golden Ladle Noodle Bar** Delivery-app menu listings (DoorDash and Uber Eats)

Raised delivery-app prices about 15% and added "\$0 delivery over \$25"

Golden Ladle Noodle Bar's large pho is now \$17.25 on DoorDash and Uber Eats (it is \$14.95 at the counter), and most other items went up by about the same. At the same time they added "\$0 delivery fee on orders over \$25" on both apps. Their in-store menu did not change.

→ **Action:** You don't need to change your prices. Look at your own app prices next to your counter prices so you know your gap. Then give pickup customers a reason to order from you directly: a line on your bags and receipts with your own online-order link, and a small free extra (spring roll, iced tea) on direct pickup orders. You keep the money the app would have taken.

Sources: Delivery-app menu listings (DoorDash and Uber Eats)

MEDIUM PRIORITY

  **Industry News** Distributor price notice (sent to buyers)

Your distributor's price list: beef bones and rice noodles up about 8%

A regional Asian-foods distributor that serves the East Valley sent buyers a new price list yesterday: beef bones, brisket and dry rice noodles go up about 8% at the start of next month. Every pho shop that buys from them pays the same increase.

→ **Action:** Buy ahead on what keeps: dry rice noodles store well, so order extra before the new prices start if you have the space. Ask your rep whether they will hold the old price on a bigger order. If you need to pass some of it on, raise add-ons and drinks first and keep your main bowl price where people remember it.

Sources: Distributor price notice (sent to buyers)

 **Jasmine Hill Thai & Pho** Google Business Profile listing (reviews)

Five reviews this month say delivery pho arrived cold or soggy

Jasmine Hill Thai & Pho has five new 1-2 star reviews this month about delivery: soup arrived lukewarm, noodles soaked through, and one says the broth leaked in the bag. All five ordered through an app.

→ **Action:** This tells you what delivery customers care about. If you pack broth separate and hot, say so on your app menu and in your item photos ("broth packed separately, stays hot"). If you don't yet, try it for a week on app orders.

Sources: Google Business Profile listing (reviews)

● LOW PRIORITY / FYI

 **Red Kite Teriyaki** Competitor's website

Added office catering trays for 10-20 people

 ON THEIR SITE

Red Kite Teriyaki added a catering page with trays for 10 or 20 people, 24 hours' notice, and free delivery within 5 miles on orders over \$150.

→ **Action:** A cheap test if you have the kitchen room: one or two tray options (spring rolls, vermicelli bowls) on your online menu for a month. If nobody orders, take it down.

Sources: Competitor's website

What customers are saying

From 52 Google reviews of Banyan Leaf Pho House and 190 of 5 competitors. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **soup still hot at home** · 12 of 52 reviews
"They pack the broth separately and it was still steaming when I got home"
- **fast pickup** · 9 of 52 reviews
"Order was ready when they said, in and out in two minutes"
- **big portions** · 6 of 52 reviews

What your customers complain about

- **small dining room** · 4 of 52 reviews

“Only a few tables, so we got it to go”

What your website leads with — and whether reviewers mention it

- Broth simmered 12 hours · mentioned in 5 of 52 reviews
- Online ordering for pickup · mentioned in 7 of 52 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. “Possible” means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Quality — 12 of your reviews praise soup still hot at home; 14 reviews at 3 competitors (Jasmine Hill Thai & Pho, Golden Ladle Noodle Bar, Bamboo Crane Kitchen) complain about cold or soggy delivery orders, 10 of them from their lowest-rated.

Your reviewer: “They pack the broth separately and it was still steaming when I got home”

Speed (possible) — 9 of your reviews praise fast pickup (1 complain); 8 reviews at 2 competitors (Golden Ladle Noodle Bar, Bamboo Crane Kitchen) complain about late delivery or long pickup wait, 6 of them from their lowest-rated.

→ If that matches what you see, say it where people compare you — your Google Business Profile and your website. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Getting orders right:** customers complain about missing items in the bag at 2 competitors, and 2 of your reviews raise missing items in the bag too.

Competitor by competitor — what their customers complain about

Jasmine Hill Thai & Pho · 4.2★ · 530 reviews · we read 30

cold or soggy delivery orders (7) — *“Noodles were mush by the time it got here”*; broth leaked in the bag (2)

Golden Ladle Noodle Bar · 4.4★ · 860 reviews · we read 30

late delivery (5); prices higher on the app (3) — *“Same bowl costs two dollars more on DoorDash”*

Bamboo Crane Kitchen · 4.1★ · 310 reviews · we read 28

missing items in the bag (3); long pickup wait (3)

What competitors' customers praise

- **friendly counter staff** · 7 reviews across 2 competitors

Replies to reviews

You replied to 6 of your last 20 reviews (1 of 3 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- Do you usually order pickup, delivery, or eat in?
- Was your soup still hot when you got home?
- Would you order directly from us if it saved you the app fee?

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