COMPETITOR RESEARCH · OCT 2026

East Moon Asian Bistro competitor research.

5725 Richards Valley Rd, Ellicott City MD. 30 competitors within 4 miles, compared on Uber Eats and DoorDash.

SNAPSHOT TAKEN TUE OCT 13, 2026 · DELIVERY ADDRESS SET TO 5725 RICHARDS VALLEY RD

SUMMARY

What we found

01 No other Asian restaurant is within a mile. The closest group is 1.2–1.5 mi away: Asean Bistro, Pho Live, Hunan Express and Yu Noodles, with Quickway at 1.5 mi.

02 East Moon is the only restaurant within 4 miles that sells Chinese, Thai and a full sushi menu.

03 Search: East Moon is #1 for ”sushi” and ”asian” on both apps and #2–3 for ”chinese”, without ads. Hunan Express and Hunan Manor pay for ”chinese” on both apps.

04 Offers: East Moon runs none. Six competitors run item offers on Uber Eats, including BOGOs on Hunan Manor’s General Tso’s and Quickway’s #1 seller. No one nearby runs item offers on DoorDash.

05 Photos cover 27% of East Moon’s DoorDash menu and 1% of its Uber Eats menu (3 of 221 items).

06 App prices are 22–26% above the website. General Tso’s is $21.95 on DoorDash and $22.50 on Uber Eats; most nearby Chinese restaurants charge $15.95–$20.99.

07 Uber Eats has no East Moon lunch menu: a lunch General Tso’s is $22.50 there vs. $15.95 on DoorDash. Nearby lunch specials run $11.50–$14.00.

01 · THE NEIGHBORHOOD

Who East Moon competes with.

Distance · cuisine · ratings · menus

THE NEIGHBORHOOD · STRAIGHT-LINE DISTANCE

Only one restaurant is within a mile. The closest Asian competitors are 1.2–1.5 mi away

0–1.5 mi

COLUMBIA CROSSING
7 stores

- Tribos (DD | UE)
- Poke Fresh (DD | UE)
- L&L Hawaiian (UE)
- Asean Bistro (DD | UE)
- Pho Live (DD | UE)
- Hunan Express (DD | UE)
- Yu Noodles (DD | UE)

1.5–3 mi

DOBBIN RD · DORSEY HALL
9 stores

- Quickway Hibachi (DD | UE)
- Sushi King (DD | UE)
- Gyu-Kaku (DD | UE)
- Kawa Sushi (DD | UE)
- New China Kitchen (DD | UE)
- Lucky's China Inn (DD | UE)
- Sushi Sono (DD)
- Yama Sushi (DD | UE)
- Hunan Legend (DD)

3–3.5 mi

DOWNTOWN COLUMBIA
10 stores

- Peking Chinese (DD | UE)
- Kong Pocha (DD | UE)
- Pho Dat Thanh (DD)
- Takumi (DD | UE)
- Hunan Manor (DD | UE)
- Peter Chang (DD | UE)
- Dok Khao Thai (DD | UE)
- An Loi (DD | UE)
- Bonchon (DD | UE)
- Akira Ramen (DD | UE)

3.5–4 mi

ELKRIDGE · WEST COLUMBIA
4 stores

- Hunan Family (DD | UE)
- Chopstixx Cafe (DD)
- Sushi Q Elkridge (UE)
- Great Wall (DD | UE)

Asian restaurants within 4 miles on Uber Eats or DoorDash, plus Tribos Peri Peri (0.4 mi), which sells rice bowls.

Uber Eats + DOORDASH · AT A GLANCE · WITHIN 1.5 MILES

Within 1.5 miles, only Hunan Express and Poke Fresh have more DoorDash ratings than East Moon

STORE	MILES	WHAT THEY SELL	DD RATING	UE RATING	DD ITEMS	UE ITEMS
East Moon Asian Bistro	—	Chinese, Thai, sushi	4.6 (2,159)	4.6 (370+)	198	221
Tribos	0.4	Peri peri chicken, rice bowls	4.6 (755)	4.7 (450+)	184	185
Poke Fresh	1.2	Poke bowls, boba	4.7 (2,775)	4.8 (220+)	40	32
L&L Hawaiian	1.2	Hawaiian plates	Not on app	4.3 (21)	—	38
Asean Bistro	1.2	Chinese, Thai	4.6 (1,550)	4.8 (300+)	152	163
Pho Live	1.3	Vietnamese pho	4.7 (239)	4.8 (95)	90	81
Hunan Express	1.3	Chinese carryout	4.6 (4k+)	4.5 (200+)	197	254
Yu Noodles	1.4	Sichuan noodles, dumplings	No rating shown	4.5 (89)	79	82

Ratings as shown on each app. L&L Hawaiian wasn't found on DoorDash. DoorDash item counts are from the dinner or all-day menu.

Uber Eats + DOORDASH · AT A GLANCE · 1.5–3 MILES

From 1.5 to 3 miles: Quickway, Sushi King, Yama and Lucky's each have 4,000+ DoorDash ratings

STORE	MILES	WHAT THEY SELL	DD RATING	UE RATING	DD ITEMS	UE ITEMS
Quickway Hibachi	1.5	Hibachi, sushi rolls	4.6 (8,480)	4.7 (3,000+)	71	71
Sushi King	1.8	Sushi	4.7 (4,212)	4.8 (190+)	177	255
Gyu-Kaku	1.8	Japanese BBQ, ramen	4.4 (285)	4.6 (99)	53	50
Kawa Sushi	2.0	Sushi	No rating shown	4.8 (5)	165	165
New China Kitchen	2.1	Chinese carryout	4.5 (305)	4.5 (800+)	135	138
Lucky's China Inn	2.4	Chinese carryout	4.5 (5,849)	4.5 (250+)	249	208
Sushi Sono	2.9	Sushi	4.8 (140)	Not on app	108	—
Yama Sushi	2.9	Sushi, hibachi, ramen	4.7 (4,398)	4.7 (1,500+)	243	253
Hunan Legend	2.9	Chinese	4.5 (3,356)	Not on app	208	—

Sushi Sono and Hunan Legend weren't found on Uber Eats.

Uber Eats + DOORDASH · AT A GLANCE · 3–4 MILES

From 3 to 4 miles: Hunan Manor, Bonchon, Akira, An Loi and Great Wall have 5,000+ DoorDash ratings

STORE	MILES	WHAT THEY SELL	DD RATING	UE RATING	DD ITEMS	UE ITEMS
Peking Chinese	3.0	Chinese	4.4 (2,144)	4.4 (500+)	252	257
Kong Pocha	3.2	Korean	4.7 (183)	4.6 (280+)	65	71
Pho Dat Thanh	3.2	Vietnamese pho	4.7 (147)	Not on app	107	—
Takumi	3.2	Sushi, ramen	4.6 (776)	4.6 (440+)	165	180
Hunan Manor	3.3	Chinese	4.5 (7,320)	4.7 (700+)	246	246
Peter Chang	3.3	Sichuan	4.7 (1,187)	4.8 (1,000+)	98	133
Dok Khao Thai	3.3	Thai	4.7 (201)	4.7 (800+)	119	106
An Loi	3.3	Vietnamese pho	4.8 (5,067)	4.8 (900+)	98	108
Bonchon	3.4	Korean fried chicken	4.6 (9,860)	4.6 (2,000+)	50	50
Akira Ramen	3.4	Ramen	4.8 (6,101)	4.7 (1,500+)	70	69
Hunan Family	3.9	Chinese	4.4 (2,358)	4.5 (1,000+)	191	128
Chopstixx Cafe	3.9	Chinese	4.5 (473)	Not on app	158	—
Sushi Q Elkridge	4.0	Sushi, hibachi	Not on app	4.7 (460+)	—	220
Great Wall	4.0	Chinese	4.5 (5,085)	4.6 (380+)	272	210

Not found on Uber Eats: Pho Dat Thanh, Chopstixx. Sushi Q wasn't found on DoorDash.

THE NEIGHBORHOOD · MENU OVERLAP

East Moon is the only store nearby with Chinese, Thai and a full sushi menu

	CHINESE	THAI	SUSHI	TERIYAKI	DUMPLINGS	OF 5
East Moon	●	●	●	●	●	5
Asean Bistro · 1.2	●	●	○	○	●	3
Pho Live · 1.3	●	○	○	○	●	2
Hunan Express · 1.3	●	●	○	○	●	3
Yu Noodles · 1.4	○	○	○	○	●	1
Quickway · 1.5	○	○	●	●	●	3
Sushi King · 1.8	○	○	●	●	●	3
Kawa Sushi · 2.0	○	○	●	●	●	3
New China Kitchen · 2.1	●	○	○	●	●	3
Lucky's China Inn · 2.4	●	●	○	●	●	4
Sushi Sono · 2.9	○	○	●	●	●	3
Yama Sushi · 2.9	○	○	●	●	●	3
Hunan Legend · 2.9	●	●	○	○	●	3
Peking Chinese · 3.0	●	○	○	○	●	2
Takumi · 3.2	○	○	●	●	●	3
Hunan Manor · 3.3	●	○	○	○	●	2
Dok Khao Thai · 3.3	○	●	○	○	●	2

Uber Eats + DOORDASH · GENERAL TSO'S · DINNER MENUS

East Moon's General Tso's is $21.95 on DoorDash and $22.50 on Uber Eats, near the top of the area

STORE	ITEM	DOORDASH	UBER EATS
East Moon	General Tso's or Orange Chicken	$21.95	$22.50
New China Kitchen · 2.1	General Tso's Chicken	$21.99	$21.99
Hunan Manor · 3.3	General Tso's Chicken	$20.99	$20.99
Chopstixx Cafe · 3.9	General Tso's Chicken	$20.35	Not on UE
Pho Live · 1.3	General Tso's Chicken w. rice	$19.95	$19.95
Hunan Legend · 2.9	General Tso's Chicken	$18.95	Not on UE
Peking Chinese · 3.0	General Tso's Chicken	$18.95	$18.95
Great Wall · 4.0	S5. General Tso's Chicken	$18.45	Not listed
Hunan Express · 1.3	General Tso's Chicken	$17.94	$17.94
Hunan Family · 3.9	General Tso Chicken	$17.95	$17.95
Peter Chang · 3.3	General Tso's Chicken	$16.00	$16.00
Lucky's China Inn · 2.4	S1. General Tso's Chicken	$15.95	$17.95
Asean Bistro · 1.2	General Tso's Chicken	$15.95	$15.95

Regular menu prices, not lunch specials or offer prices. East Moon's price is from its dinner menu, which runs all day.

Uber Eats + DOORDASH · PAD THAI AND CALIFORNIA ROLL

East Moon's Pad Thai and California roll are also among the highest-priced nearby

STORE	ITEM	DOORDASH	UBER EATS
East Moon	Pad Thai	$20.95	$20.95
Great Wall · 4.0	Pad Thai	$18.95	$19.95
Hunan Express · 1.3	Pad Thai	$17.94	$17.94
Lucky's China Inn · 2.4	Pad Thai	$16.95	$17.95
Asean Bistro · 1.2	Pad Thai	$14.95	$14.95
Dok Khao Thai · 3.3	Pad Thai	$26.00	$26.00
East Moon	California Roll	$9.95	$9.95
Takumi · 3.2	California Roll	$10.00	$10.00
Yama Sushi · 2.9	California Roll	$8.00	$8.00
Quickway · 1.5	California Roll (8 pcs)	$7.55	$7.55
Akira Ramen · 3.4	California Roll	$7.50	$7.50
Sushi King · 1.8	California Roll	$7.25	$6.95
Asean Bistro · 1.2	California Roll (8)	$6.50	$6.50

Only stores selling the item on both apps. Sushi Sono ($8.00) is on DoorDash only.

WEBSITE VS. APPS · EAST MOON'S DINNER PRICES

East Moon charges 22–26% more on the apps than on its website

ITEM	WEBSITE	DOORDASH	UBER EATS	UE VS. WEB
General Tso's Chicken	$17.95	$21.95	$22.50	+25%
Sesame Chicken	$17.95	$21.95	$22.50	+25%
Mongolian Beef	$18.95	$22.95	$23.95	+26%
Pad Thai	$16.95	$20.95	$20.95	+24%
Panang Curry	$18.95	$22.95	$23.95	+26%
California Roll	$7.95	$9.95	$9.95	+25%
Dragon Roll	$15.95	$19.95	$19.95	+25%
Crispy Spring Rolls (2)	$4.95	$5.95	$6.95	+40%

Website dinner prices from eastmoonec.com, which takes no online orders. Spring rolls are +40% on Uber Eats.

Uber Eats + DOORDASH · EAST MOON'S MENUS

DoorDash has a lunch and a dinner menu. Uber Eats has no lunch menu, so lunch orders pay dinner prices

APP	MENU	HOURS	ITEMS	WITH PHOTO	COVERAGE
DoorDash	Lunch	11:00 AM – 2:40 PM	207	56	27%
DoorDash	Dinner	11:30 AM – 9:10 PM	198	54	27%
Uber Eats	”Menu”: sushi, rolls, appetizers, soups	11:00 AM – 8:30 PM	153	3	2%
Uber Eats	”Dinner”: entrées, noodles, curries	11:00 AM – 9:30 PM	68	0	0%
Uber Eats	Lunch: no lunch menu	—	—	—	—

Menus and hours as listed on each app. On Uber Eats, the sushi menu and the entrée menu are two separate menus.

WEBSITE VS. APPS · EAST MOON'S LUNCH PRICES

At lunch, General Tso's is $12.95 on the website, $15.95 on DoorDash and $22.50 on Uber Eats

LUNCH ITEM	WEBSITE LUNCH	DOORDASH LUNCH	UBER EATS (NO LUNCH MENU)
General Tso's Chicken	$12.95	$15.95	$22.50
Sesame Chicken	$12.95	$15.95	$22.50
Mongolian Beef	$12.95	$15.95	$23.95
Panang Curry	$12.95	$15.95	$23.95
Pad Thai	$11.95	$14.95	$20.95
Choose Any 2 Rolls	$11.95	$14.95	Not on Uber Eats
Choose Any 3 Rolls	$14.95	$17.95	Not on Uber Eats

Website lunch runs 11 AM–3 PM. Uber Eats prices are its all-day entrée prices.

Uber Eats + DOORDASH · LUNCH MENUS NEARBY

Nearby lunch specials run $11.50–$14.00. East Moon is $15.95 on DoorDash and has no lunch price on Uber Eats

STORE	DOORDASH LUNCH GENERAL TSO'S	UBER EATS LUNCH GENERAL TSO'S
East Moon	$15.95	No lunch menu ($22.50)
Asean Bistro · 1.2	$11.50	$11.50
Hunan Express · 1.3	No lunch menu ($17.94)	$13.50
Lucky's China Inn · 2.4	$12.95	No lunch menu ($17.95)
Peking Chinese · 3.0	$12.95	$12.95
Peter Chang · 3.3	$14.00	Not on lunch menu
Chopstixx Cafe · 3.9	$12.88	Not on Uber Eats
Great Wall · 4.0	$13.25	Not on lunch menu

Stores within 4 miles with a lunch menu on at least one app. Bracketed prices are regular prices.

02 · OFFERS

What competitors are running.

Item offers · store-wide offers · both apps

Uber Eats + DOORDASH · OFFERS RUNNING

No one nearby runs item offers on DoorDash. On Uber Eats, 6 competitors do. East Moon runs none on either app

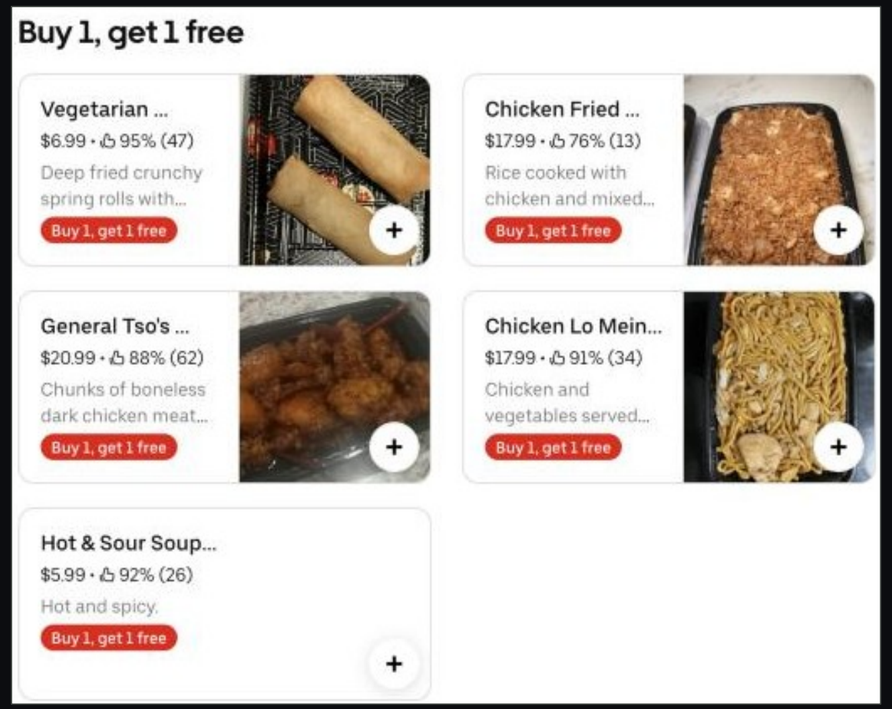
STORE	MILES	DD ITEMS	DD STORE-WIDE	UE ITEM OFFERS	UE STORE-WIDE
East Moon	—	None	None	None	None
Tribos	0.4	None	$6 off $40+ · $10 per $100 reward	None	None
Poke Fresh	1.2	None	20% off $15+ · $10 per $100 reward	None	$6 off $20+
Pho Live	1.3	None	$10 per $100 reward	20% off 6 items	$6 off $20+
Hunan Express	1.3	None	None	BOGO on 8 apps and sides	None
Yu Noodles	1.4	None	None	BOGO or 50% off 9 items	None
Quickway Hibachi	1.5	None	$10 per $100 reward	BOGO Chicken Hibachi (#1 item)	None
Kawa Sushi	2.0	None	None	BOGO, 30% off or free: 14 items	None
Peking Chinese	3.0	None	None	None	Free egg rolls on $32+
Takumi	3.2	None	$8 per $80 reward	None	None
Hunan Manor	3.3	None	$0 delivery fee on $15+	BOGO on 5 incl. General Tso's	None

Tue Oct 13, about 12pm. Lunch and dinner menus checked; offers were the same on both. 20 other competitors ran none.

Uber Eats · ITEM OFFERS

Hunan Manor runs BOGO on its General Tso's, and Quickway on its #1 seller, on Uber Eats

HUNAN MANOR · 3.3 MI



QUICKWAY · 1.5 MI

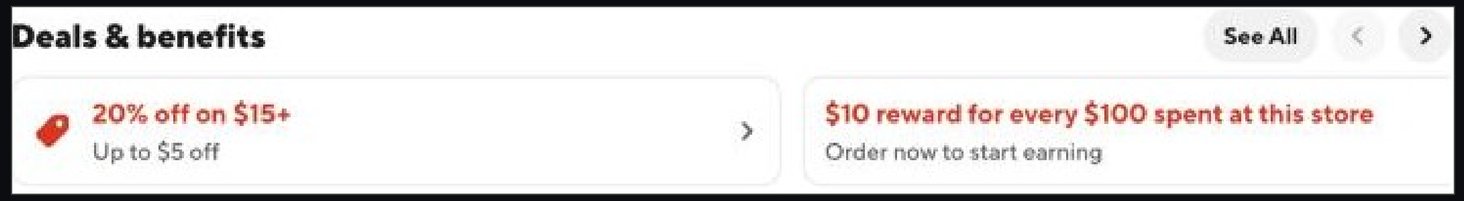


Neither runs these BOGOs on DoorDash.

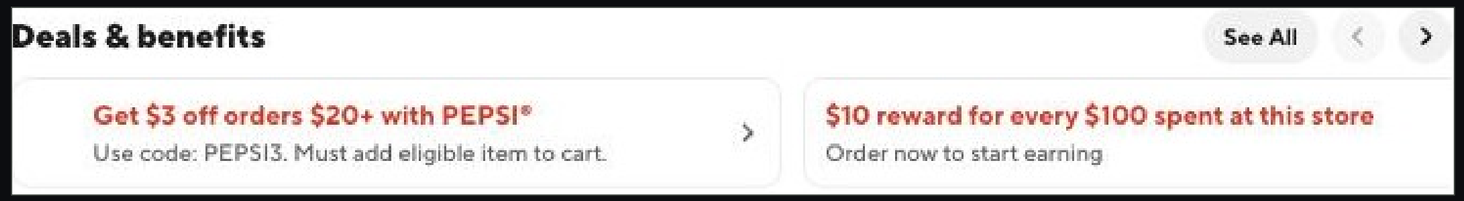
DOORDASH · STORE-WIDE OFFERS

On DoorDash, nearby stores use spend-based rewards and order discounts instead of item offers

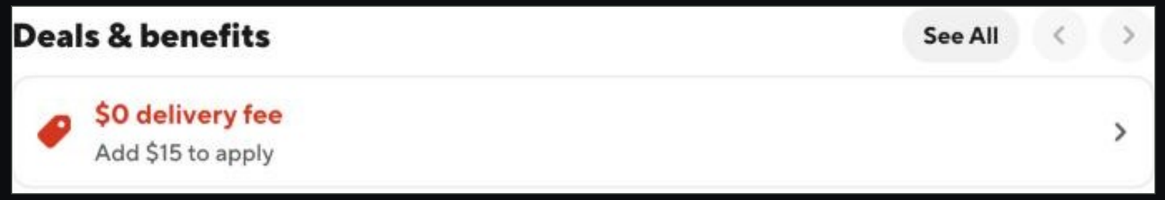
POKE FRESH · 1.2 MI



QUICKWAY · 1.5 MI (PEPSI OFFER IS DOORDASH'S)



HUNAN MANOR · 3.3 MI



03 · SEARCH

How easy East Moon is to find.

Search rank · sponsored listings · category badges

DOORDASH · CATEGORY RANK BADGES

DoorDash ranks East Moon #9 in Sushi. Quickway is #1 in Asian

STORE	MILES	DOORDASH BADGE
East Moon	—	#9 Sushi
Quickway Hibachi	1.5	#1 Asian · Customer favorite
Pho Live	1.3	#5 Noodles
Sushi Sono	2.9	#7 Sushi
Takumi	3.2	#6 Sushi · Customer favorite
Pho Dat Thanh	3.2	#10 Vietnamese
Peter Chang	3.3	#5 Chinese · Customer favorite
An Loi	3.3	#1 Noodles
Akira Ramen	3.4	#1 Ramen

Badges shown on each DoorDash store page from 5725 Richards Valley Rd. Uber Eats doesn't show these.

Uber Eats + DOORDASH · SEARCH RANK

East Moon is #1 for ”sushi” and ”asian” on both apps, without paying for ads

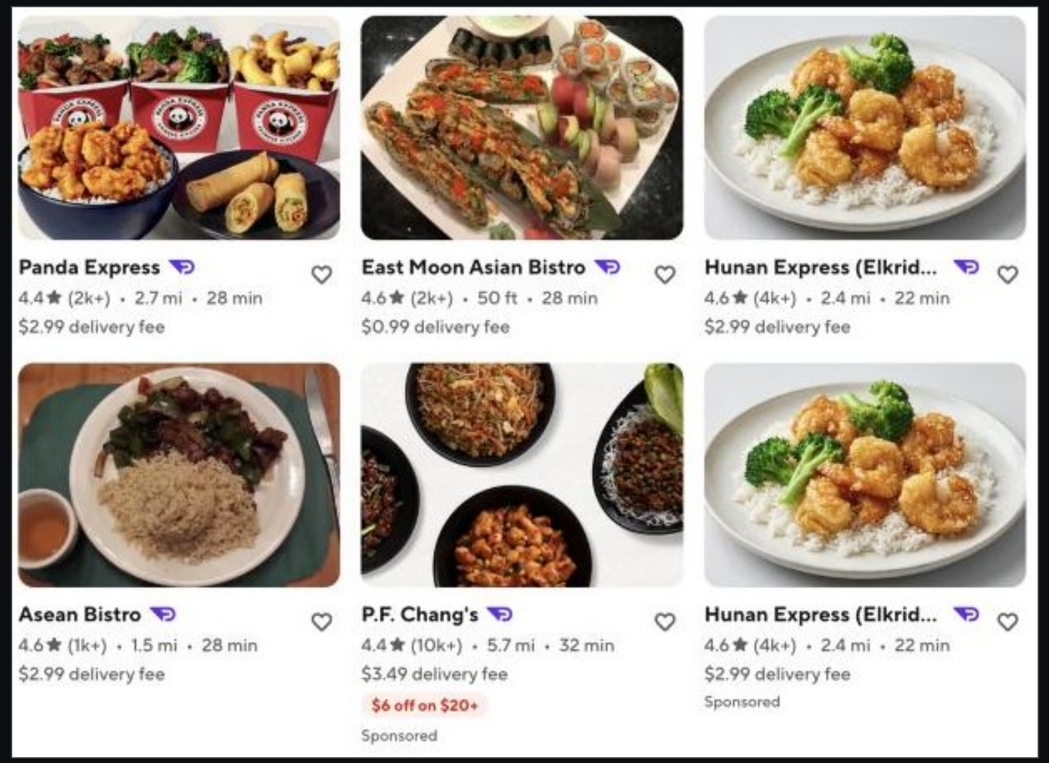
SEARCH	DOORDASH	UBER EATS
sushi	#1	#1
asian	#1	#1
chinese	#2	#3
pad thai	#5	#2
thai	#6	#21
hibachi	Not in first 15	#6

Organic rank, sponsored listings left out. Tue Oct 13, about 12pm, from 5725 Richards Valley Rd.

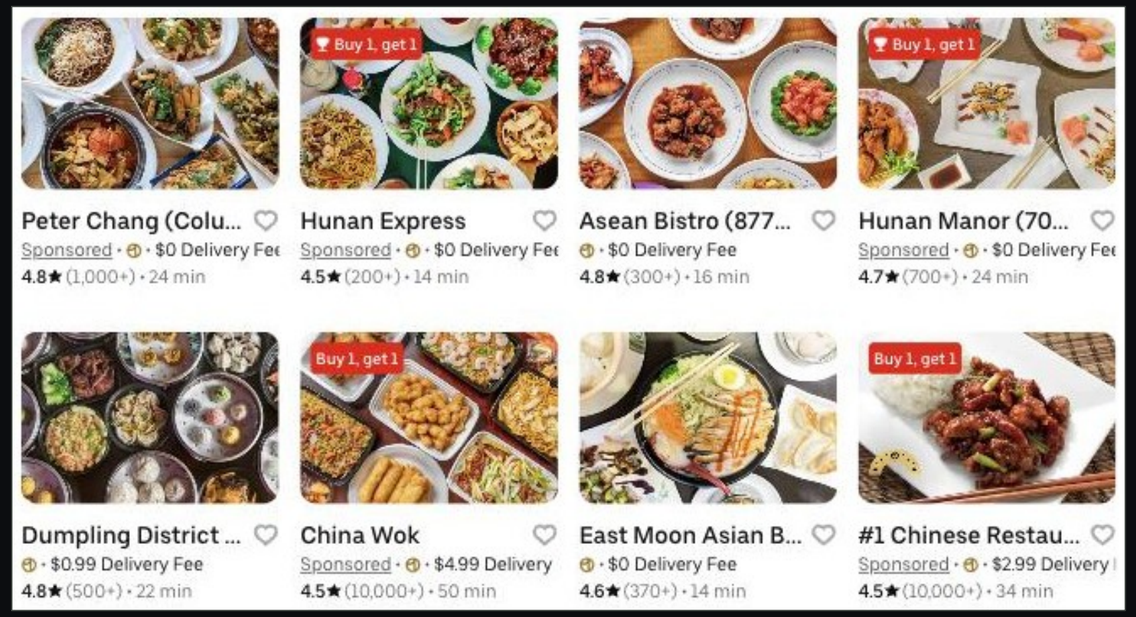
Uber Eats + DOORDASH · "CHINESE" SEARCH

For ”chinese”, East Moon is the 2nd result on DoorDash and the 3rd unpaid result on Uber Eats

DOORDASH · TOP 6



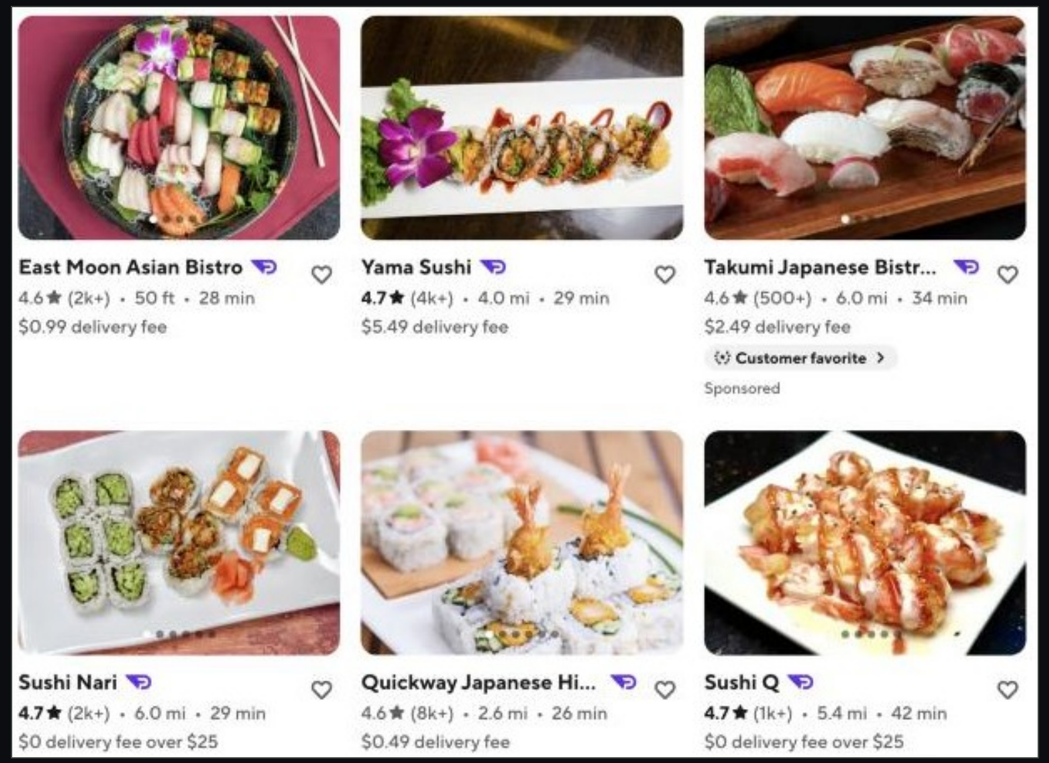
UBER EATS · TOP 8



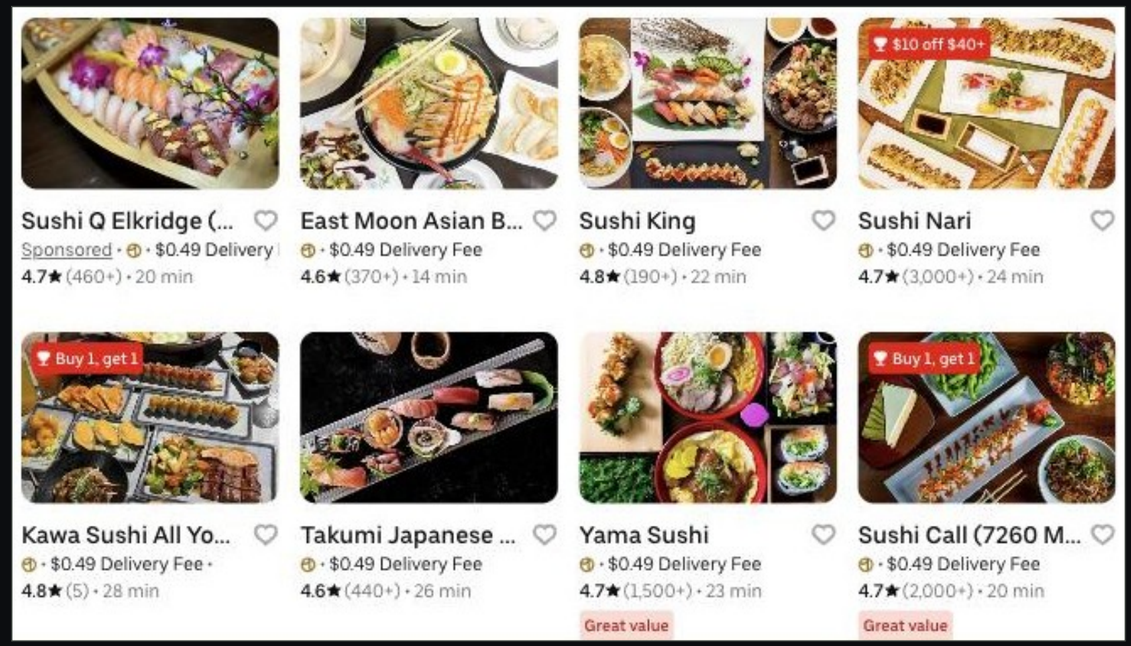
Uber Eats + DOORDASH · "SUSHI" SEARCH

For "sushi", East Moon is the top unpaid result on both apps

DOORDASH · TOP 6



UBER EATS · TOP 8



Uber Eats + DOORDASH · SPONSORED LISTINGS

Hunan Express and Hunan Manor pay for ”chinese” on both apps; Takumi and Sushi Q pay for ”sushi”

SEARCH	SPONSORED ON DOORDASH	SPONSORED ON UBER EATS
chinese	P.F. Chang’s · Hunan Express · Hunan Manor	Peter Chang · Hunan Express · Hunan Manor · China Wok · #1 Chinese Restaurant
sushi	Takumi	Sushi Q Elkridge
asian	P.F. Chang’s · Hunan Express · BIBIBOP · honeygrow	Bombay Chopstix · Peter Chang · Komida · Thai Paradise · BE ONE Korean BBQ
thai / pad thai	Little Spice	Manow Thai · Thai Paradise · Little Spice · Charm City Thai · Pho Live
hibachi	Takumi · Sushi Q · Quickway	Sake · JiBang · Sakura Express · Sushi Q · Flame

First page of results. East Moon had no sponsored listing on any of these searches.

04 · PHOTOS

How East Moon’s menu looks.

Photo coverage by app · photo quality

PHOTO COVERAGE · DINNER MENUS · WITHIN 2 MI

East Moon shows photos on 27% of its DoorDash menu and 1% on Uber Eats

STORE	DOORDASH	UBER EATS
East Moon Asian Bistro	27%	1%
Tribos · 0.4	90%	70%
Poke Fresh · 1.2	68%	44%
L&L Hawaiian · 1.2	Not on DD	3%
Asean Bistro · 1.2	24%	3%
Pho Live · 1.3	62%	15%
Hunan Express · 1.3	9%	0%
Yu Noodles · 1.4	89%	89%
Quickway Hibachi · 1.5	100%	66%
Sushi King · 1.8	46%	6%
Gyu-Kaku · 1.8	96%	94%
Kawa Sushi · 2.0	81%	87%

Dinner or all-day menu; Uber Eats counts every menu except lunch. East Moon's Grubhub menu showed no photos.

PHOTO COVERAGE · DINNER MENUS · 2–3.3 MI

From 2 to 3.3 miles, the big menus are thin on Uber Eats: Lucky's 2%, New China Kitchen 12%, Yama 14%

STORE	DOORDASH	UBER EATS
New China Kitchen · 2.1	19%	12%
Lucky's China Inn · 2.4	39%	2%
Sushi Sono · 2.9	46%	Not on UE
Yama Sushi · 2.9	52%	14%
Hunan Legend · 2.9	20%	Not on UE
Peking Chinese · 3.0	42%	64%
Kong Pocha · 3.2	45%	24%
Pho Dat Thanh · 3.2	37%	Not on UE
Takumi · 3.2	75%	44%

PHOTO COVERAGE · DINNER MENUS · 3.3–4 MI

From 3.3 to 4 miles, Bonchon has photos on every item on both apps; Great Wall is at 6% on Uber Eats

STORE	DOORDASH	UBER EATS
Hunan Manor · 3.3	33%	23%
Peter Chang · 3.3	73%	72%
Dok Khao Thai · 3.3	61%	83%
An Loi · 3.3	59%	8%
Bonchon · 3.4	100%	100%
Akira Ramen · 3.4	99%	74%
Hunan Family · 3.9	37%	8%
Chopstixx Cafe · 3.9	27%	Not on UE
Sushi Q Elkridge · 4.0	Not on DD	98%
Great Wall · 4.0	43%	6%

Uber Eats + DOORDASH · PHOTO COVERAGE · LUNCH MENUS

On lunch menus, East Moon shows photos on 27% of items on DoorDash and has no lunch menu on Uber Eats

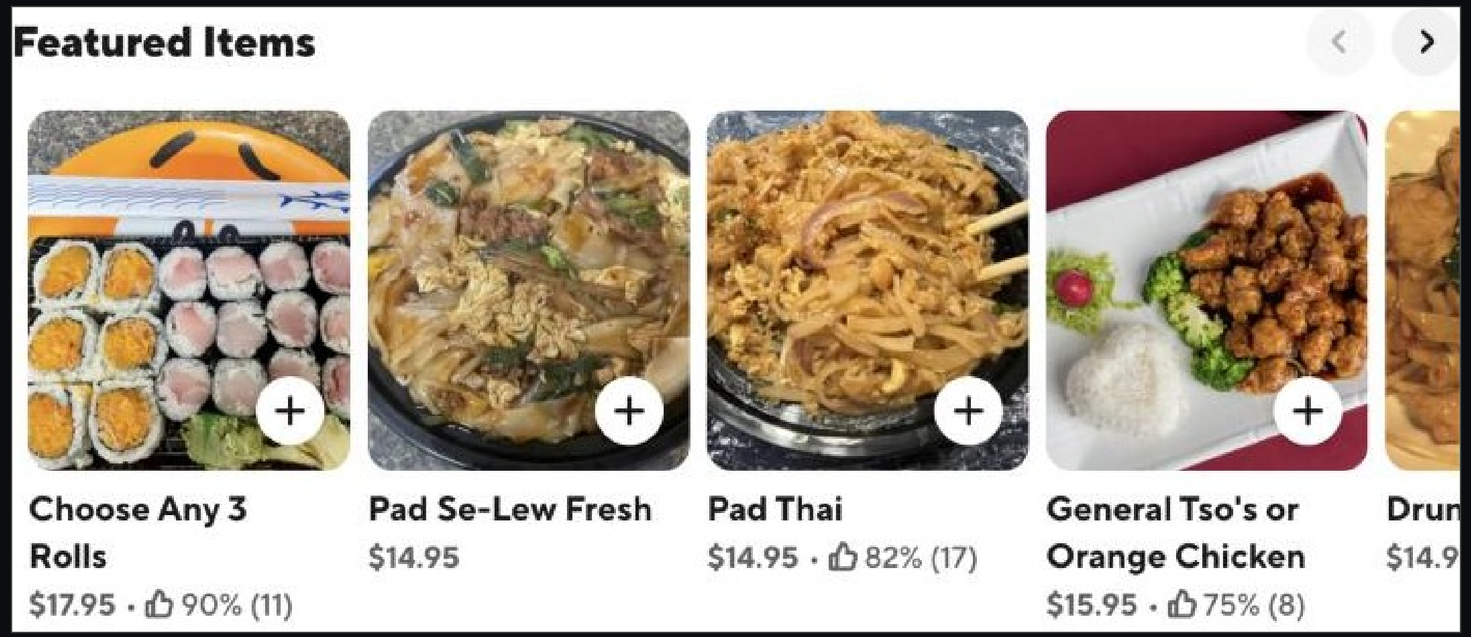
STORE	DOORDASH LUNCH MENU	UBER EATS LUNCH MENU
East Moon Asian Bistro	27% of 207	No lunch menu
Asean Bistro · 1.2	23% of 156	1% of 78
Hunan Express · 1.3	No lunch menu	0% of 57
Sushi King · 1.8	43% of 201	6% of 198
Lucky's China Inn · 2.4	30% of 311	No lunch menu
Yama Sushi · 2.9	No lunch menu	14% of 7
Peking Chinese · 3.0	49% of 41	43% of 42
Takumi · 3.2	No lunch menu	40% of 15
Peter Chang · 3.3	68% of 19	8% of 38
Chopstixx Cafe · 3.9	24% of 194	Not on Uber Eats
Great Wall · 4.0	41% of 279	6% of 203

Stores within 4 miles with a lunch menu on at least one app. "27% of 207" = 27% of the 207 lunch items have a photo.

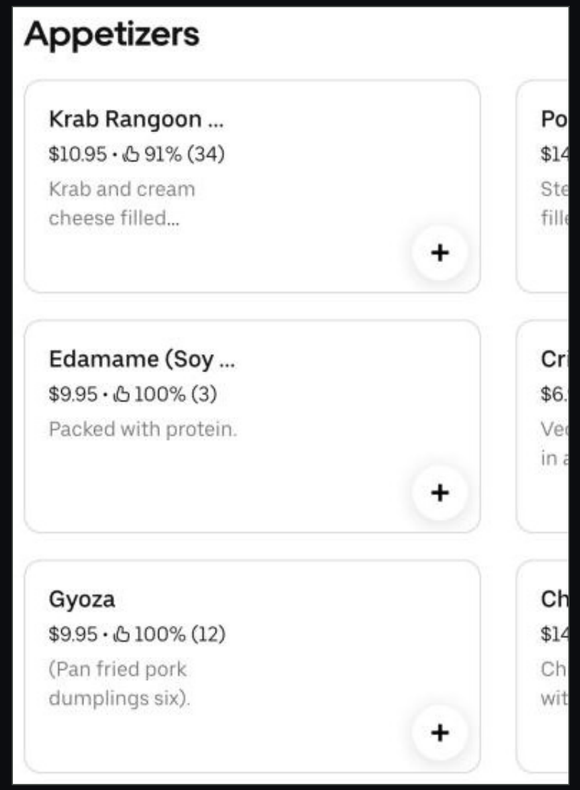
Uber Eats + DOORDASH · SAME STORE, TWO MENUS

East Moon's best sellers have photos on DoorDash. On Uber Eats, the menu is text only

DOORDASH · 27% COVERAGE



UBER EATS · 1% COVERAGE



PHOTOS · HOW QUALITY IS SCORED

Each photo scores 0–2 on five checks, for 10 points

01	Sharp, not blurry
02	A real photo of the store’s own dish, used once
03	The food fills the frame
04	A clean background (removed or plain), no clutter or packaging
05	Natural light and color, not too dark or blown out

Same sample for every store: the first 4 Featured Items on its DoorDash page, which lead with its best sellers.

PHOTOS · QUALITY SCORES

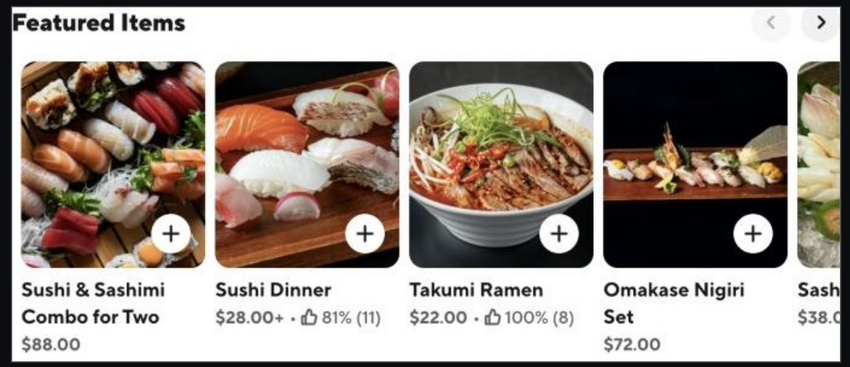
East Moon's photos score 6/10; Takumi scores 10

STORE	SCORE / 10	WHERE POINTS WERE LOST
Takumi	10	Styled shots, food fills the frame
Peter Chang	9	Plated studio shots; one dish small on a big platter
Quickway Hibachi	8	Clean close-ups; one bowl in a takeout tray
Yama Sushi	8	Clean overhead shots; two in black takeout trays
Lucky's China Inn	7	Close-ups; wings shot in a foam box
Sushi King	7	Real dishes, but dim restaurant lighting
Great Wall	7	One spare-rib photo used on two items
Hunan Manor	6	Dim shots in black takeout containers
East Moon	6	Rolls in a plastic tray, noodles in takeout containers
Asean Bistro	6	General Tso's photo shows fried rice; containers
Hunan Express	6	All four shot in black takeout containers

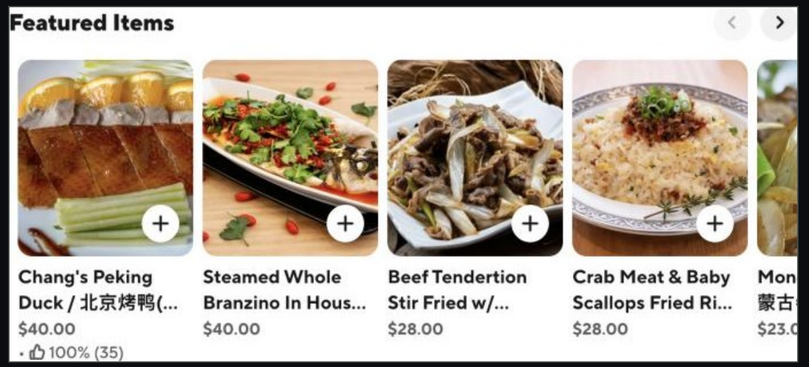
PHOTOS · EXAMPLES

Top scores use plated dishes on clean backgrounds; low scores are takeout containers

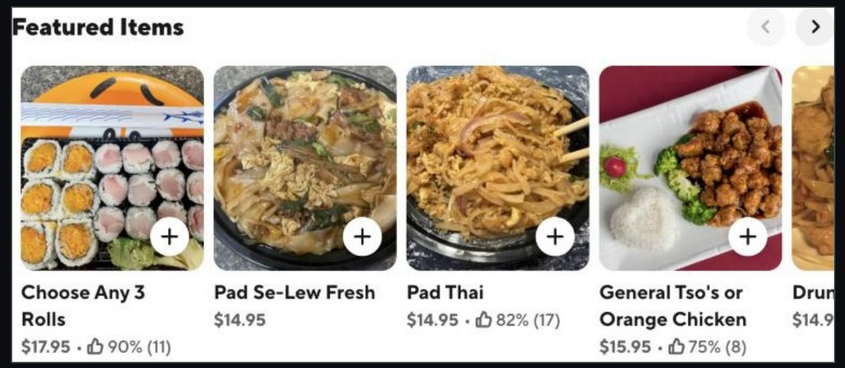
10/10 · TAKUMI



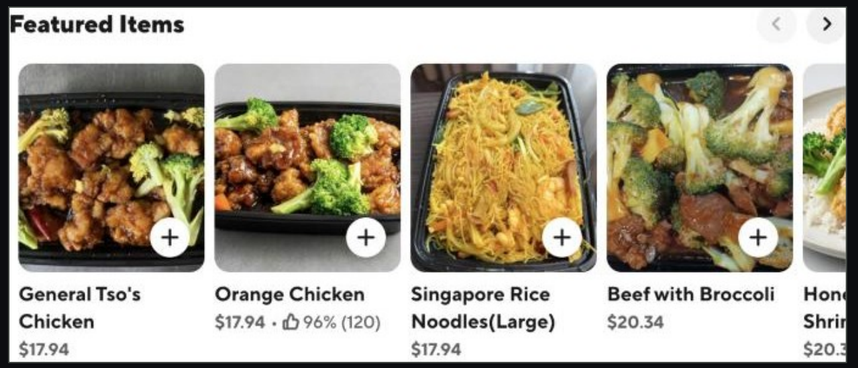
9/10 · PETER CHANG



6/10 · EAST MOON

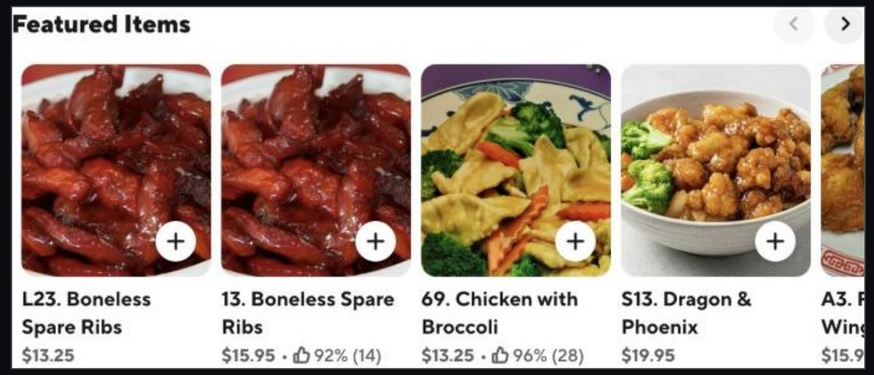


6/10 · HUNAN EXPRESS

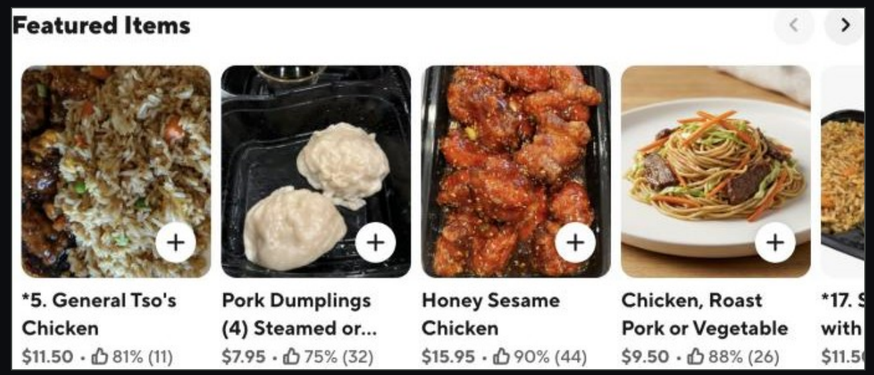


Great Wall uses one photo for two items; Asean’s General Tso’s photo shows fried rice

GREAT WALL · SAME SPARE RIBS, 2 ITEMS



ASEAN BISTRO · GENERAL TSO’S PHOTO



WHAT STANDS OUT

What stands out

01 East Moon already ranks at the top of search for sushi and asian on both apps, with no ads and no offers.

02 Competitors that run offers use Uber Eats: BOGOs on Hunan Manor's General Tso's and Quickway's #1 seller. East Moon runs nothing on either app.

03 Its DoorDash listing is strong: 2,000+ ratings at 4.6 and a #9 Sushi badge. Uber Eats has 370+ ratings.

04 The Uber Eats menu is almost all text: photos on 3 of 221 items, and none on the entrée menu.

05 App prices run 22–26% over the website, which puts East Moon near the top of the area on both apps.

06 Uber Eats has no lunch menu, so lunch orders there pay dinner prices.

Observations only. Recommendations come next.

APPENDIX · METHOD

How this research was done

TOPIC	HOW
When and where	Tue Oct 13, 2026 on the doordash.com and ubereats.com customer sites, delivery address 5725 Richards Valley Rd. Menus overnight; offers and search at about 12pm
Competitors	Asian restaurants within 4 miles from Google Maps and app searches, matched on both apps by name and address, plus Tribos Peri Peri (0.4 mi)
Distance	Straight-line miles from East Moon to each store's listed address
Menus and prices	Every item on every menu on both apps: price and photo yes/no. Lunch menus and dinner or all-day menus are counted separately
Photo quality	First 4 Featured Items on each DoorDash store page, scored 0–2 on five checks
Limits	Offers and search ranks change through the day; this is one day's snapshot

NEXT

Research first. Recommendations next.

Questions or anything to dig into further — just ask.

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