



## Competitor Analysis

(Yoga Fitness Chain)

Analyzed pricing and products data for ~300 local and national competitors from various third-party sources and competitor websites, to evaluate potential pricing opportunities and identify potential markets to penetrate

# COMPETITOR PRICING ANALYSIS

## ABOUT THE CLIENT

The client is a PE-owned **fast-growing fitness studio chain** across the U.S with more than 100 locations

### SITUATION



- There was a need to **incorporate competitive intelligence into its pricing decisions** by understanding how the competitors are pricing in various US locations and how prices are evolving over time
- Merilytics partnered with the company to **extract pricing data from competitors' websites and other third-party sources**, and build a comprehensive model to **evaluate the pricing opportunities of the company** across locations

### VALUE ADDITION



- Extracted the **prices of different products** offered by ~300 competitors (including national and local competitors) present across **various locations in the U.S.** and provided **flexibility to slice the competitor pricing data into different segments**, i.e., by city, by DMA region, by state, across cities with company's presence, etc.
- Model provided the flexibility to view the absolute prices of competitors, specific competitors' price premium to company, YoY change in prices for the competitors across various locations, etc.
- Analyzed the **presence of competitors across various U.S. locations**, to gain a perspective on the potential locations for the company to enter locations where the company is facing higher competition and **competitors' perception on the growth/potential markets**.

### IMPACT



- Enabled the client to identify the markets with **potential pricing opportunity**, and devise their pricing strategy accordingly
- **Helped identify new potential markets** to enter, markets where more studios could be opened and markets with least or maximum competition

# ASSESSMENT OF ABSOLUTE PRICES/PRICE PREMIUM TO COMPETITORS

ILLUSTRATIVE

State	<a href="#">ALL</a>					
DMA Region	<a href="#">ALL</a>					
City	<a href="#">Common Cities</a>					
Average price by pack, by competitor in the selected city						
		Price >>>				
Company Name	No. of Studios	Product 1	Product 2	Product 3	Product 4	Product 5
Avg. Price of National Competitors		\$ 8	\$ 38	\$ 72	\$ 132	\$ 171
Avg. Price of Local Competitors		\$ 7	\$ 29	\$ 52	\$ 94	\$ 120
Company	130	\$ 8	\$ 40	\$ 71	\$ 130	na
Competitor-1	123	\$ 8	\$ 39	\$ 72	\$ 128	\$ 159
Competitor-2	7	\$ 10	\$ 47	\$ 89	\$ 176	na
Competitor-3	2	\$ 7	na	\$ 48	\$ 88	na
Competitor-4	1	\$ 12	na	\$ 107	\$ 200	na
Competitor-5	40	\$ 8	\$ 36	\$ 64	\$ 113	na
Competitor-6	19	\$ 11	\$ 50	\$ 97	\$ 183	na
Competitor-7	1	\$ 7	na	\$ 58	\$ 100	na
Competitor-8	22	\$ 7	\$ 26	\$ 50	\$ 100	\$ 153
Competitor-9	4	\$ 4	na	na	na	na

Output depicting the absolute prices of competitors across cities with the company's presence. Flexibility to view prices by city, by DMA region, by state is provided.

Output indicating the competitors' price premium in comparison to company

State	<a href="#">Illinois</a>	<div>Legend :</div> <div><div></div>Price significantly less than Company</div> <div><div></div>Price close to Company</div> <div><div></div>Price significantly higher than Company</div>				
DMA Region	<a href="#">Chicago</a>					
City	<a href="#">CHICAGO</a>					
Price premium percentage in comparison with Company						
		Price >>>				
		Product 1	Product 2	Product 3	Product 4	Product 5
Competitors						
Number of Studios						
Avg. Price of National Competitors						
Avg. Price of Local Competitors						
Company	13					
Competitor-1	17					
Competitor-2	3					
Competitor-3	1					
Competitor-4	1					
Competitor-5	10					
Competitor-6	7					
Competitor-7	1					
Competitor-8	9					
Competitor-9	1					

Output depicting the price premium of competitors vs. company in Chicago. Flexibility to view price premium by city, by DMA region, by state is provided.

# ASSESSMENT OF PRICE PREMIUM BY COMPETITOR

Output indicating the Company's price premium vs. a specific competitor

Select Competitor		Legend :				
Competitor-1						
Price Premium against Company by City						
		Price >>>				
Cities	No. of Studios	Product 1	Product 2	Product 3	Product 4	Product 5
All Company's cities	110	12%	na	0%	-3%	20%
Avon	0	na	na	na	na	na
Clark	6	4%	na	-13%	-16%	na
East Greenwich	0	na	na	na	na	na
Haddonfield	10	12%	na	-1%	-3%	14%
Kirkland	2	12%	na	0%	-3%	na
Manhasset	14	0%	na	0%	0%	0%
McLean	2	12%	na	0%	-3%	29%
Memphis	1	12%	na	-5%	-5%	na
Mill Valley	1	0%	na	-2%	-19%	na
Morgan Hill	2	11%	na	22%	26%	33%
Murrysville	2	27%	na	3%	4%	46%
Peachtree City	1	8%	na	12%	-5%	na

Output depicting the price premium of a specific competitor to Company across various cities with Company's presence

Output indicating the YoY price change by competitors

Select choice of comparison		Common cities				
Average YoY price change across all locations by pack, by competitor						
		Price >>>				
Competitor's Name	No. of Studios	Product 1	Product 2	Product 3	Product 4	Product 5
Company	130	8%	9%	5%	8%	na
Competitor-1	123	na	na	6%	9%	na
Competitor-2	7	12%	19%	35%	na	na
Competitor-3	2	na	na	na	na	na
Competitor-4	1	na	na	na	na	na
Competitor-5	40	24%	15%	16%	10%	na
Competitor-6	19	16%	15%	15%	na	na
Competitor-7	1	na	na	na	na	na
Competitor-8	22	-6%	18%	-2%	na	na
Competitor-9	4	na	na	na	na	na

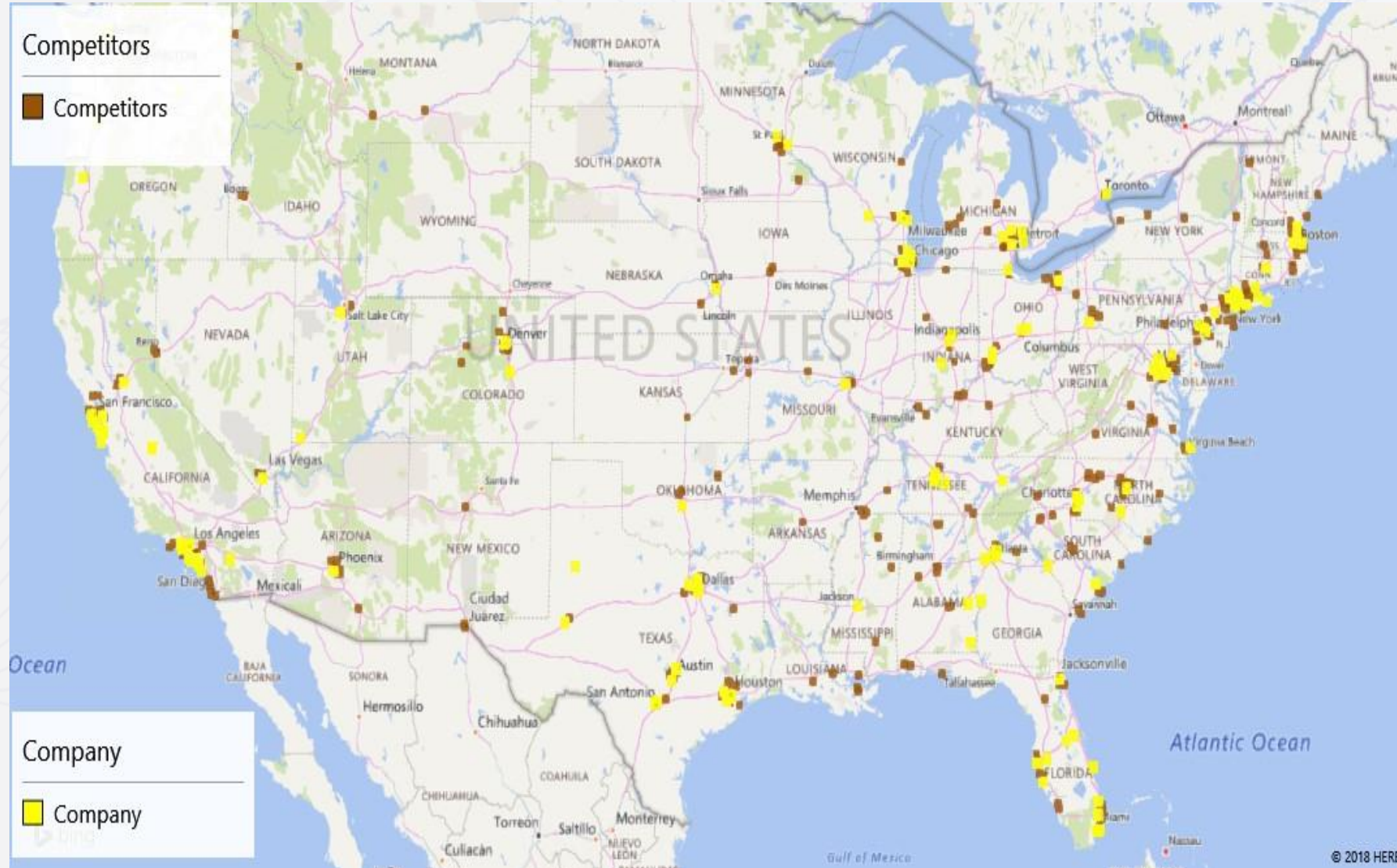
Output depicting the YoY price change carried out by competitors across cities with Company's presence



# LOCATIONS OF COMPANY AND COMPETITORS

Presence of Company and competitors across the U.S.

ILLUSTRATIVE



Presence of Company and competitors on a map, to gain a perspective on the potential regions for the company to consider, locations where there is high competition, etc.