

PLATFORMS

- Restricted by geographical matters, we do the online analysis

LOGICAL PROCEDURE

- Brand Searching
- Brand aiming

- Detailed presenting

SEARCHING

- Amazon
- Taobao

Key words:

Foam roller(泡沫轴)

Mainly From Amazon for Brand collection

COMPETITOR	LOCATION
TRIGGER POINT	US
JOINFIT	CHINA
ARIANA	CHINA
JUNQI	CHINA

GENERAL PREVIEW:

- Same Origin competitor Pattern Discovery: TRIGGER POINT
- Senior industry model: JOINFIT
- Other possible COMPACTON and LEARNING SOURCE

TRIGGER POINT

PRODUCTS DESCRIPTION

- Form and Function

The GRID pattern is 3-dimensional to allow the tissue to aerate while you roll. This promotes the flow of blood and oxygen the nutrients needed to repair muscles and keep tissue healthy

Product (Color)	¥	\$
TP GRID 2.0 Foam Roller Black, Orange	358	64.99
TP GRID Foam Roller Black, Lime Green, Orange, Pink, Camouflage	192-223	39.99
TP GRID Mini Foam Roller, Camouflage Orange, Pink, Black	142	24.99
TP GRID X Foam Roller	258-306	49.99

SELLING VOLUME (e.g)

ID	Pirce	Unit	Time
J.**7	350	1	2015-3-30 15:37:26
S.**3	350	1	2015-3-26 15:27:26
d.**c	350	1	2015-3-22 15:22:01
俞.**6	350	1	2015-3-18 09:14:04
c.**e	350	1	2015-3-17 21:42:48
k.**3	350	1	2015-3-15 15:34:36
t.**9	350	1	2015-3-12 20:44:34
t.**2	350	2	2015-3-11 20:05:57
凡.**染	350	1	2015-3-11 14:00:54
廖.**瑞	350	1	2015-3-10 20:47:48
S.**g	350	1	2015-3-8 17:02:16

CAMPAIGNS

- AFFILIATE
- THERAPY-X

Benefits	Pricing
Injury prevention	1 Year Subscription: \$24
Pain Relief	
Improved range of motion	
Enhanced performance	
Increased strength and power	7 day Free trial with promote code
Improved circulation	
Quicker recovery	
Neuromuscular Efficiency	

NOTES: PAY ATTENTION HOW THEY INTERACTING WITH CUSTOMERS

Other:

Come with DVDs. Not Qualify some of the native polices. Colors available

Trigger point was found by Cassidy Phillips, a biomechanical specialist who mainly is focused on sport performances. Suffering from muscular dysfunction himself in 2001, Phillips started his own research on SMR therapy. Because there weren't many self-assessment equipment available on the market, Phillips decided to start a business. The Trigger Point business is now managed by 3 executives and 10 directors active in the management. Triggerpoint has also two headquarters, one US office located in Durham and another European office in France. Their main goal is to empower people to manage their own myofascial therapeutic treatment. Triggerpoint has connections with distributors in over 37 countries, of which 17 is located in Europe. In the Netherlands, Trigger Point is officially linked to L.M. Meijers. The competitor provides several foam rollers which differ in size or use. Trigger point for example owns products for different kind of muscle therapy, including cooling rollers (Tpttherapy, 2014).



JOINFIT



NEVER HEARD OF IT?

One of the Co-Founder PITOS was originally emphasized into the workout facilities field in his early year in US. Though self-training facilities with their functional and flexible characteristics have been widely fit in US, China still reserves a pain white market background for these facilities.

With professional teams cover its marketing, product, management and globalization, JOINFIT has been expending both their business and quality during the past few years.

WHAT ARE COVERD?

PRODUCTS VARIETY

Products' Function

STRENGTH

BALANCING

FLEXIBILITY

ENDURANCE

EXPLOSIVE FORCE

COORDINATION

2006 Brand new concept, Brand new market

2008 Cooperate with NIKE and adidas exploring professional recover course while presenting hardware support

2010 GUZHANGZHOU Paralympic games

2011 Published professional training book studying Fascia relaxation and foam roller

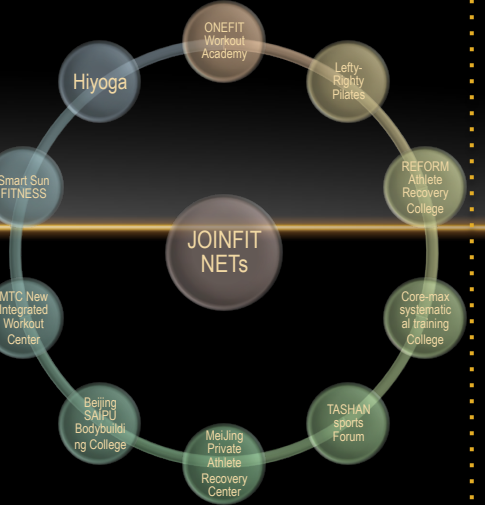
CAMPAIGNS AND AFFAIRS

DISSOLVED INTO THE OCEAN OF CUSTOMERS

Interacting Business methods CONCLUSION:

- There are total 32 fitness center similar organization are cooperating with JOINFIT and over 1000 fitness center are using the products from JOINFIT
- Brand consultant for customers
- Private Trainer recommendation system
- Their Own professional Training courses with four STAR trainers cooperating with R_STAR school locating in SHANGHAI, GUANGZHOU, HEFEI, CHENGDU
- THE JOINFIT ATHELTE training Academy

JOINFIT NETS



PRODUCTS

FOAM ROLLER



¥ 113-157



¥ 601-616

General Review:

Though manufacturing in China, the JOINFIT no doubt obtains a very professional marketing team expending the business in any possible ways. Launching campaigns in significant high level event; Word of mouth strategy executed through efficiently using private trainer to elevate their credit and fame among the customers while reducing the advertisement investment; Powerful partner such as NIKE and Adidas would definably bring positive feedbacks; Online resource such as forum is also taken into consideration.

Further Athletic Academy might be on their way but by all means JOINFIT is both a successful model and a prospective competitor.



MORE COMPETITORS

BRAND	PRICE	SALE V
ARIANA	76-178	44
PSEUDOIS	70-129	14
骐骏	120-260	156
HUOSHUAI	125-265	112
AUSTIN	115	64
三鸿	27-89(product type) ACT(59.28-67.8)	92
奕瑜	36-120	121
蓝梦尼	0	0
CROSSFIT	55	16

WHY SEARCHING FOR MORE

SEVERAL INSERESTING FINDINGS

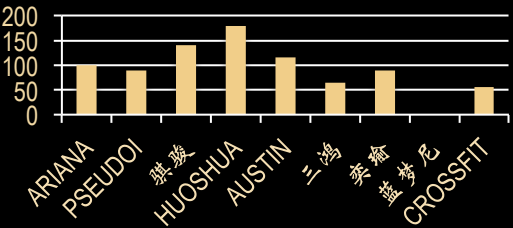
High Tech looking?!



There are many unexpected new format or technology product appear on the online distribution market

How to Pricing

PRICE



Despite the outlier, pricing in each competitor ranges from ¥ 55-180 Though Austin has an extraordinary design among all of the product, it presents a relatively reasonable pricing of 115 with the month sale volume of 64. Though CROSSFIT pricing their product in 55, they obtains a 16 monthly sales. Does pricing really matters with the sale? Or do Consumer care mainly about price?

WHAT ABOUT STEPING DEEPER?

We basically went through competitor with same geographical origin, the TriggerPoint. And we emphasizing on its products and it marketing campaigns. However, those analysis are all based outside the China because, TriggerPonit cooperate with the only distributor in China is not located in Mainland, but in HONGKONG under my assumption of policy affairs. Without Online marketing the Brand seemingly under struggle expending in China.

Chanel switching to several native brands. They presents a more functional and complicated combo of marketing strategy including online, word of mouth, additional organization, cooperation.

It is kind unclear that the target market are more robust online or in a face-to-face situation. More data driven analysis would be executed in order to discover the underlying facts. Statistical exploratory analysis will present a basic view of the data. And many other techniques may participate based on the resources that is available both in the aspect of data and policy.

Chinese market is no doubt the biggest, the most complicated, the most robust market worldwide. We would straight up all time to catch up the real market trend in Chinese Market.

References:

Would see in appendix package

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Peer evaluation and comment