**EXECUTIVE SUMMARY**

At the end of every year, everyone set goals for themselves. Some individuals plan to make more money, some plan to buy a new car, some plan to study harder and achieve better grades, but the most common goal that every person sets for themselves is to go to the gym. It is a dream of every individual to achieve the famous six pack abs. in the beginning of 2020, when COVID-19 emerged. It took the world with a storm. The lockdown was practiced in each part of the world. Due to this global epidemic, a lot of businesses and dreams were shattered, and people were locked in their homes. Therefore, most of the people around the world could not achieve their goals, to be specific their fitness goals. This is where our ETL home workout site comes into play.

**TARGET MARKET**

ETL fitness website takes its name from the abbreviation (Easy To Lift). It was developed with the goal to aid the people during the rough lockdown of COVID-19. Since, most of the people cannot afford expensive gym member ships and equipment such as dumbbells, treadmills and etcetera. ETL will guide them how they can use their daily household items to tone their bodies, so when the lockdown is removed, they can enjoy the outdoors like a new person.

**SERVICES**

ETL provides the best home workouts. The user will have access to different workouts such as how to train biceps, chest, triceps, core, legs and etcetera. Moreover, it allows the user to share their experience via comments and give it a rating using a star rating system. This would allow the users to see if the work outs are effective or not. Furthermore, this platform also enables the user to post their own works outs and tell the other users what works for them.

**STRENGTHS**

There are many fitness websites out there, but the key point that our website has that the others lack is that our website revolves around fitness using daily household equipment. ETL provides different workouts that target different muscle groups such as Abs, biceps, triceps, core, and legs.

Different people have different mentality. Also, different people have different bodies. Some might suffer from obesity, and some might suffer from emaciation. Therefore, this website will consider the user’s preference and give them workouts that will help them achieve the goals that they wish to achieve without any judgement, and from the comfort of their bedrooms or living rooms.

**WEAKNESS**

Since this platform is fully online and requires a very good internet connection, hence, the user might experience some delay or limited access when trying to log on with a poor internet connection.

**Competitive analysis**

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| --- | --- |
| Other fitness sites | ETL fitness |
| PAID SUBSCRIPTION | FREE SUBSCRIPTION |
| NEED OF GYM EQUIPMENT | NO NEED OF GYM EQUIPMENTS |
| NO FEEDBACK | FEED BACK BY COMMENTS |
| CAN NOT POST OWN WORKOUTS | CAN POST OWN WORKOUTS |

**DESCRIPTION**

ETL fitness website is very user friendly. Its simple home page catches the users’ eye with motivational photos, quotes, and a search bar. The navigation is consistent across the website. The search is on the point and provides quick results for what is being input by the users. The features implemented on the site are comments, star rating and add your own workouts.

Most of our competitors provide workouts. However, the user is required to join a premium membership to access the full workouts. The navigation is consistent, and the home page is very user friendly. On the other hand, our competitors do not provide a forum on which the users can comment and share their personal opinions.