**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.

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. 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 take into account the user’s preference and give them workouts/videos, 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.

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 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.

ETL provides the best home workouts. It allows you to comment 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. Moreover, this platform also enables the user to post their own works outs and tell the world what works for them.

In addition, the ETL fitness site is tailored in such a way that it allows the users to search for the workouts they are looking for rather than going through the list of workouts that our site has to offer.

**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 |