

Porter's Five Forces Analysis
Company: **Sparta GYM**

Threat of New Entrants

There are no significant barriers to entry to the gym market.

Very High High
Low Very Low

Buyer Power

People are looking to get healthy with less pain and therefore can skip gym and in place of that can opt for yoga or zumba or dance or aerobics.

Very High **High**
Low Very Low

Competitive Rivalry

- Huge market takeover
- Big customer base

Very High High
Low Very Low

Threat of Substitution

- Yoga
- Aerobics
- Dance
- Zumba

Very High **High**
Low Very Low

Supplier Power

Equipments for gym are expensive.

Very High High
Low Very Low