

COMPETITIVE ANALYSIS

CATEGORY	OUR COMPANY	COMPETING COMPANY 1	COMPETING COMPANY 2	COMPETING COMPANY 3	COMPETING COMPANY 4
COMPANY NAME	Sparta Gym	Fitness 365	Fitness Planet	My Gym Bro	Attitude
LOCATION	Bhopal	Bhopal	Bhopal	Bhopal	Bhopal
TARGET CUSTOMER	Body building and fitness enthusiast	Body building and fitness enthusiast	Body building and fitness enthusiast	Body building and fitness enthusiast	Body building and fitness enthusiast
REVENUE	25,000 /month (in-hand)	200000 /month (in-hand)	1,50,000 /month (in-hand)	7500 month (in-hand)	30,000 /month (in-hand)
FOUNDED	2004	2016	2003	2002	2015
STRENGTHS	Customer Service, Friendly Environment, Experience, Google Rating, low rates	Customer Service, Friendly Environment, Social Media Presence	Social media and internet presence	Customer Service, Friendly Environment, Experience, Google Rating, low rates	Customer Service, Friendly Environment
WEAKNESSES	Social media presence, Marketing	Too high rates, not spacious	Customer service, friendly environment, high rates, not spacious	Social media presence	Experience, social media presence, internet presence, marketing, google rating
BRAND PERSONALITY	Excitement	Ruggedness	Sophistication	Excitement	Ruggedness
MISSION	Making everyone fit	Fit forever, young forever	Fitness ko Banade Apki Aadat	Be fit always	Get set go
SERVICES	Food supplement, Boxing, Body Building, Cardio	Body Building, Cardio, yoga, dance, zumba, spinnins, abs, aerobics	Body Building, Cardio, yoga, dance, zumba, aerobics	Body building and cardio	Body building and cardio
EMPLOYEES	2	10	20	1	2
PRODUCT	Body building and fitness	Body building and fitness	Body building and fitness	Body building and fitness	Body building and fitness
MARKETING	Social media	Social media	Social Media, website	Social media	Social media