**Competitor Name: David Lloyd**

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| Business overview | |
| They try to be a better posher gym and have more facilities than Sport@Gosforth like a pool and WIFI | |
| Ecommerce method used:  Website | |
| How it is used by the business:  They make it seem like a “club” instead of a gym. They tell you about all of the important information that you need to be able to book the gym. You can find your nearest gym and then you can see the timetable for that gym and book it online. It tells you all of the facilities that that specific gym has and they try to make it seem like a small community by telling you about the staff that are at that gym | |
| Pros  It appeals to the market that they are going for  It makes you feel good if you are going to the “Club”  It is accessible to almost everyone | Cons  It might put some people off because of how expensive it looks |
| Ecommerce method used:  YouTube | |
| How it is used by the business:  They post videos once or twice a month about what is available there and what has been happening in the past month at the different gyms | |
| Pros  It will appeal to a younger market and could get them more business as a result  It is a free method to advertise the same TV adverts but without having to pay. | Cons  There are a lot of people that don’t use YouTube compared to Facebook and Twitter |
| Ecommerce method used: | |
| How it is used by the business: | |
| Pros | Cons |