**Competitor Name: The Gym Group**

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| Business overview | |
| They are another national gym that has a gym in Newcastle | |
| Ecommerce method used: | |
| How it is used by the business: | |
| Pros | Cons |
| Ecommerce method used: | |
| How it is used by the business: | |
| Pros | Cons |
| Ecommerce method used: | |
| How it is used by the business: | |
| Pros | Cons |