

Competitive Analysis

AA Sporting Goods

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Executive Summary

This competitive analysis was conducted as part of the *AA Sporting Goods* website redesign. The main goals of this analysis were to identify the diversity of goods offered at competing websites, as well as the functionality of these websites, in order to ascertain information to better serve the redesign. The analysis also works to better understand areas of where the site can be improved to be more competitive with other websites.

The competitor websites examined were:

- www.academy.com
- www.dunhamssports.com
- www.sportsdirect.com
- www.onlinesports.com

The competitive analysis showed there were certain types of products sold by all websites, as well as products sold by a single website. One marker of this was whether or not the website was serving an international audience or if the website was for a US-specific audience. For instance, Dunham's Sports was founded in Waterford, Michigan in 1937, and so it would be unusual for them to sell cricket or rugby products. The *Website Content* section provides additional details concerning the information available at those competitor websites.

All four competitor websites also offer a wide array of functionality options which allow for a multitude of possibilities for the redesigned website. The functionality options of note were:

- A rewards system that gave incentive for the shopper to remain a loyal returning customer
- Discounts on shipping, or in some cases, free shipping
- Rotating weekly advertisements that highlight new or seasonal inventory
- A search bar to search for products within the website
- A section dedicated to selling clearance and/or discontinued items
- An easy-to-use store locator to find brick-and-mortar store locations
- Coupons which can be used either online or in-store
- A "sports gift finder" in which the customer enters their price range and whom they are shopping for
- An affiliate marketing program which rewards website creators a commission for selling their products on said website

The analysis documents additional areas of functionality, while providing further details about these items mentioned above.

Website Content

Content found at multiple competitor websites:

- Clearance section
- Contact Us
- FAQs
- Gift card services
- Guides for how to return products
- Help desk
- Jobs/careers
- Order tracking
- Shipping deals
- Store locator
- Weekly ads

Content only found at one competitor website:

- A “low price guarantee”
- Affiliate program
- Coupons
- Rewards system
- Size guide
- Sports gift finder
- Wish list

Policies, terms, and statements:

- About us
- Company info
- Cookie policy
- Press releases
- Privacy policy
- Return policy
- Secure shopping
- Security & Privacy
- Terms & Conditions

External links to news and social media:

- Facebook
- Google+
- Instagram

- LinkedIn
- News
- Pinterest
- Twitter
- YouTube

Types of navigational support provided:

- Breadcrumb navigation
- Footer navigation
- Gift finder
- Search bar
- Search store or search sale
- Side-bar navigation
- SiteMap
- Top-bar navigation

Products Offered

	academy.com	dunhamssports.com	sportsdirect.com	onlinesports.com
Clothing/Apparel	Y	Y	Y	Y
-Men's	Y	Y	Y	Y
-Women's	Y	Y	Y	Y
-Boys	Y	Y	Y ²	Y
-Girls	Y	Y	Y ²	Y
-Fan Apparel	Y	Y ¹		Y
Footwear/Shoes	Y	Y	Y	Y ³
-Men's	Y	Y	Y	
-Women's	Y	Y	Y	
-Boys	Y	Y	Y	
-Girls	Y	Y	Y	
-Toddlers	Y			
-Accessories	Y			
Sports	Y	Y	Y	Y
-Aerobics			Y	Y
-Air Hockey	Y			Y
-Archery				Y
-Auto Racing				Y
-Backpacking				Y
-Badminton			Y	
-Baseball	Y	Y	Y	Y
-Beach Sports				Y
-Bicycling				Y
-Boating				Y
-Bocce Ball				Y
-Bodybuilding				Y
-Bowling		Y		Y
-Boxing/MMA	Y	Y	Y	Y
-Cage Ball				Y
-Calisthenics				Y
-Camping				Y
-Canoeing				Y
-Cardio	Y	Y	Y	Y
-Cheerleading				Y
-Circuit Training				Y
-Climbing			Y	Y
-Coaching				Y
-Conditioning				Y
-Corkball				Y
-Cricket			Y	
-Croquet				Y
-Cross Country				Y
-Cross Country Skiing				Y
-Cycling			Y	Y

-Dance			Y	Y
-Darts			Y	
-Discus				Y
-Diving				Y
-Dodgeball				Y
-Equestrian			Y	Y
-Fast Pitch Softball				Y
-Field Hockey				Y
-Fishing	Y		Y	Y
-Fitness Cycling				Y
-Flag Football				Y
-Floor Hockey				Y
-Foosball				Y
-Football	Y	Y	Y	Y
-Frisbee				Y
-Golf	Y	Y	Y	Y
-Gymnastics				Y
-Handball				Y
-Hiking				Y
-Horseshoes				Y
-Hunting				Y
-Ice Hockey		Y	Y	Y
-Ice Skating		Y		Y
-Inline Skating				Y
-Juggling				Y
-Jump Roping				Y
-Karate				Y
-Kayaking				Y
-Kickball				Y
-Kickboxing				Y
-Lacrosse	Y		Y	Y
-Marine Sports				Y
-Miniature Golf				Y
-Motorcross			Y	Y
-Motorsports				Y
-Mountain Biking				Y
-Nascar				Y
-Netball			Y	
-Off-roading				Y
-Paddle Ball				Y
-Paintball				Y
-Physical Education				Y
-Physical Training				Y
-Pickleball				Y
-Pilates				Y
-Ping Pong	Y	Y	Y	Y

-Plyometrics				Y
-Poker				Y
-Pool/Billiards	Y	Y		Y
-Racquetball			Y	Y
-Rafting				Y
-Roller Hockey				Y
-Roller Skating				Y
-Rowing				Y
-Rugby			Y	Y
-Sailing				Y
-Scooter Hockey				Y
-Scuba				Y
-Shooting				Y
-Shuffleboard				Y
-Skateboarding			Y	Y
-Skiing			Y	Y
-Slow Pitch Softball				Y
-Snorkeling				Y
-Soccer	Y	Y		
-Softball	Y		Y	Y
-Squash			Y	Y
-Stickball				Y
-Strength Training	Y		Y	Y
-Surfing				Y
-Swimming	Y	Y	Y	Y
-Teeball				Y
-Tennis	Y	Y	Y	Y
-Tetherball				Y
-Track	Y			Y
-Trampolines			Y	Y
-Volleyball	Y			Y
-Volleyball			Y	
-Walking				Y
-Water Basketball				Y
-Watersports			Y	Y
-Weightlifting				Y
-Wrestling		Y		Y
-Yoga			Y	Y

Y = Yes, the website contains this product

¹ Links customer to d.fanatics.com for fan apparel

² Sells “kids” clothing only, not “boys” and “girls”

³ Sells only dance shoes

Additional considerations:

- Sportsdirect.com also offers “sweets” such as chocolate gold medals, and is the only competitor website to do so.
- Onlinesports.com has an extensive list of sports products offered, listed by sport, some items are omitted due to redundancy or lack of clarity. The items omitted are: Motorcycling, aikido, jeet kune do, jujitsu, taebo, physical therapy, tai chi, triathlon, bird watching, belly dancing, judo, muay thai, snow skiing, first aid, games, craps, jogging (website also listed “running”), lifeguarding, taekwondo, traveling, alpine skiing (website also listed “skiing”), crew, mountain climbing, physical therapy, and whitewater rafting.
- Dunhamssports.com lists “track” by the name “running/x-training”

Functionality/Services Offered

	academy.com	dunhamssports.com	sportsdirect.com	onlinesports.com
Account log in		Y		Y
-Email address sign-in		Y		
-Facebook sign-in				Y
-Google sign-in				Y
-Rewards		Y		
Coupons		Y ¹		
Shipping deals	Y			Y
Compare products				Y
Track order				Y
Search	Y	Y		Y
-Search bar	Y	Y		Y
-Top brands		Y	Y	Y
-Gift finder				Y
-Search sale				Y
-Store locator	Y	Y	Y	
Weekly ad	Y	Y		
Clearance items	Y			Y
Popular links			Y	
Country/Currency			Y	
Youtube videos		Y ²		
Discount programs		Y		
-Company program		Y		
-Sportsmen's club		Y		
-Team program		Y		
-Group discount		Y		
Donations		Y		
-Donation request		Y ³		

Y = Yes, the website contains this product

¹ Dunham's website does not offer online purchasing. Coupons online are meant for in-store purchases

² Links to youtube.com for Dunham's sponsored videos on proper sports training

³ Comprehensive submission form for groups and organizations requesting donations from Dunham's