Market Analysis

Market segmentation

1. Geographic Segmentation:
•Target customers in nearby areas
2. Demographic Segmentation:
•Age groups: Young adults (18-35 years) interested in Fitness.
•Gender: Programs tailored to men and women.
3. Behavioral Segmentation:
•Customers interested in personal training, group
Sessions,
   Specific fitness goals
4. Psychographic Segmentation:
•People committed to a healthy lifestyle and fitness-
Oriented individuals .

Competitor Analysis

Competitor Analysis for a Gym:
1. Identify Competitors:
•Research local gyms in the area and their offerings (e.g., types of classes, facilities, pricing).
2. Evaluate Services:
•Compare personal training options, group classes, membership plans, and special promotions.
3. Analyze Online Presence:
•Assess their social media activity, customer engagement, and reviews.
4. Assess Strengths and Weaknesses:
•Identify what competitors excel at (e.g., variety of programs) and areas where they fall short (e.g., lack of online classes or limited equipment).

The " Digital 2024 Egypt " report highlights key statistics on internet and social media usage in Egypt. With 75.66 million internet users, platforms like Facebook, WhatsApp , and YouTube dominate.