

DYNAMICS OF MARKETING

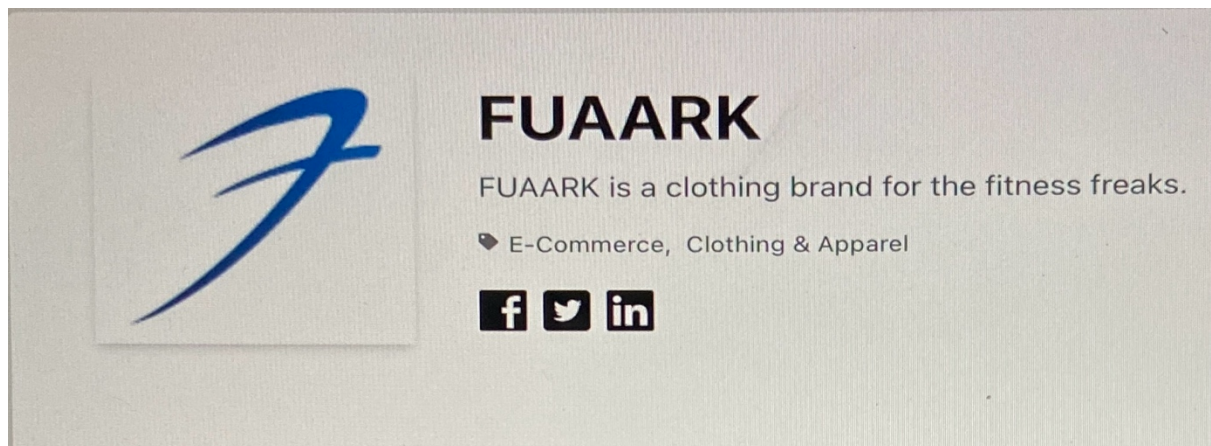
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Competitor Analysis Report :

Digital Presence of FUAARK and its Competitors



WEBSITE : FUAARK.COM

Company Description-

Fuaark is a popular activewear and fitness apparel brand.

Established in the year 2016 by Swati Narang Juneja and Rimpi Juneja

It's known for its functionality, quality, comfort, style making it favorable for people who lead active lifestyles.

They primarily cater fitness enthusiasts and athletes.

MARKETING STRATEGIES

1.Influencer collaborations: brand partners with fitness influencer and athletes to promote their products, it often includes sponsored posts and product reviews.

2.Brand Ambassadors: they recruit brand ambassadors who are active in fitness community.

3.Limited Edition Releases: to create buzz and urgency, they release limited edition collections.

4.Customer Engagement: the brand focus on building a community by engaging with customers through contests, challenges and giveaways.

5. Email marketing: they utilize emails to inform their customers about new products, sales and promotion.

6.E commerce optimization: fuaark's website is optimized for user experience, ensuring easy navigation, quick checkout processes and detailed product description.

Competitor Analysis

one8:



One8 is internet first brand offering sportswear for men. The founder of one8 is Virat Kohli.

Brand focus on combining style and functionality, aiming to cater to the need of fitness enthusiasts and sports lover.

MARKETING STRATEGIES

1. Celebrity Endorsement- leveraging Virat Kohli's popularity and influence as a global icon, they capitalize his personal brand to attract fans and followers.

2. Social media engagement- active presence on Instagram, Facebook posting about new updates and sales.

3. Social Media Presence:

Platforms	Followers	Posts[daily/weekly]
Facebook	6k	1-2 per week
Instagram	371k	3-4 per week
X	33.3k	1-3 per week

LinkedIn	1k	1-2 per week
YouTube	31k	5-6 per month

Wolfit Athleisure:



Established in 2019 at Mumbai, it's a sole proprietorship firm.

It is one of the fastest growing and most noticeable brands in fitness.

They believe in providing optimal quality.

MARKETING STRATEGIES

1. Content marketing: the brand produces content that highlights not only their products but also lifestyle and fitness tips, aiming to engage their audience.

2.SEO and Digital Advertising: investing in search engine optimization and paid digital ads helps them capture traffic from people.

3.Social Media Presence:

Platforms	Followers	Posts[daily/week]
Facebook	1.8k	2-3 per week
Instagram	36k	4-5 per week
X	1.1k	1-2 per week
LinkedIn	1k	3-4 per week
YouTube	50k	1-2 per week

Athflex:



Athflex

Established in 2018 by Andrew Leo and Allan Jeo
It's a community driven fitness clothing brand
making room for all the athletes to be the best
version of themselves at the same time giving the
utmost quality products.

MARKETING STRATEGIES

- 1.Loyalty Programs: Athflex offers loyalty programs and rewards to encourage repeat purchases and customer retention.
- 2.Seasonal Promotions: They run seasonal promotions and discounts to boost sales during peak shopping periods.

3.Social Media Presence:

Platforms	Followers	Posts[daily/week]

Facebook	8.7k	2-3 per week
Instagram	33.4k	3-4 per week
X	1.2k	3-4 per month
LinkedIn	1k	1-2 per month
YouTube	1k	1-3 per month