

Competative Analysis Example						
		Chloe Ting Workout Programs	Couch to 5K	MyFitnessPal	Noom	21 Day Fix
		Direct Competitors				
Company Profile	Company Highlights	Chloe Ting's YouTube workouts and blog all in one place! Follow her free and effective programs and see results fast!	Last Updated July 5, 2018. Spend just 20 to 30 minutes, three times a week, for nine weeks, and you'll be ready to finish your first 5K race	Last Updated December 30, 2019; Log every meal and keep track of your calories throughout the day	Last Updated December 17, 2019; Learn about the psychology of your eating habits and create a new, healthy lifestyle	Use portionsize and intense workouts to get the boby you want! 21 Day Fix combines eating right with being active to produce results
Key Competitive Advantage		Free workout programs that see results; Programs for people of all athletic standings; Mealplans and supportive community	Choose from different trainers; Work less to get more; All you need is a treadmill or somewhere to run	Add your own foods; Learn about what you're eating; Set up a calorie limit to lose/gain weight	Offers daily lessons about weight loss and the psychology of food; Talk with a 24 hour personal counselor; turn to community when things get hard	portion-controlling containers guides on what you can eat and how much do it yourself guide to create a plane for you!
Target Market	Market Information	18-34, mostly women	People practicing for a 5K People trying to lose weight	Those who are just beginning their workout/healthy journey 16-24	People who haven't found success with diets and workout plans	18-34, mostly women, some men
Marketing Strategy		Social Media advertisements (Facebook, Instagram, Snapchat, Twitter, YouTube)	Social Media advertisements, in app advisements	in-app advertisements, social media	television, social media, in-app advisments	Television, Social Media
Products & Services	Product Information	Free workout programs, meal plans/suggestions, community support, intensity alternatives	running routine	calorie counter goal weight calorie amount food breakdowns	daily lessons personal counselor supportive community	dieting plan workout videos ability to change with weight loss/weight gain
Pricing		Free!	\$2.99	Free with In-app purchases for more content	\$59 - \$199 based on subscription	\$59.85, base package only suppliments and other benefit packages cost extra
Distribution Channels		YouTube, Online Blog, New app!	Google Play, App Store	Google Play, App Store	Google Play, App Store, Website	Website, Amazon and other online platforms, Walmart and other supporting chains
Strengths	SWOTT Information	Free Programs offer support without the feeling of overwhelming commitment supportive community promise of short turnaround	guarantees fast results interactive routines customization	teaches about calories and the breakdown of foods allows for customization/meal building	New approach to weightloss constant support supportive community	Tackles diet and portion control no direct competitors with portion control promise of short turnaround
Weaknesses		Meal plans are not structured, only suggestions for individual meals Some workout don't include low impact variations	lack of variety expensive for a short lifespan	in-depth breakdowns are hidden behind payment	Very Expensive	Very Expensive Only base products included with initial purchase
Opportunities		Create meal plans for weight loss/weight gain add low intensity levels programs for each workout	tips for running effectively/safely customization based on your body	offer basic meal plans to fit within calorie limits	Free versions with less perks (maybe no personal counselor)	Offer cheaper prices to match competitors provide alternatives to suppliments
Threats		People who don't eat well while doing workouts might not see results and leave tough programs without low impact variations might deter people	running has been found to be less effective/damaging	People aren't counting calories anymore, instead switching to a healthier lifestyle overall	free apps that provide workouts and structured mealplans	Cheaper alternatives to their suppliment products cheaper workout alternatives