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YMCA Awards

Level 3 Business acumen for personal trainers 2018



Level 3 Business acumen for personal trainers

Competitor analysis





Competitor analysis

- Products and services
- Price
- Quality
- Service standards
- Reliability
- Reputation
- Location
- Branding
- Sales approach





SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



