



Situation Analysis

By: Abby Voelk, Madelyn Bjornholt, Amanda
Castrejon, Taylor Kimball, Katie Neri

Cultural Context

- Majority of members are younger kids
 - After school and preschool
- Developmental programs
 - Supports various life skills
- Demographics show majority of members are Hispanic
 - No ads in Spanish

Historical Context

- Past radio ad
 - Listenership
 - Does not mention YWCA until end
- Family oriented
 - Child care & children activities
- Core values
 - Compassion, Leadership, Integrity, Commitment
 - Join over other gyms

Industry Analysis

- Offers infant care and preschool
 - Learning programs
- Offers fitness classes
 - HIIT, Yoga
- Advantage of YWCA
 - Offers 'all in one' experience vs regular gyms

Market Analysis

- Targeting families
 - YW-CAre
 - Venues
 - Events
 - Fitness programs
 - Lifeguard certification classes

Competitor Analysis

- Gyms/fitness centers around Lubbock
 - Local gyms
 - Cycling, boxing, HIIT, yoga
- Child care services Lubbock

Competitor Analysis

Strengths

- More affordable than other fitness centers
- Strong values for families

Weaknesses

- Lack of awareness



Thank you!