

## **V. Customers**

Customers of my business will contain anybody who is physically active of all ages. Elementary school, middle school, high school and college athletes and even athletes professionally will be customers of A-hot sports clothing wear. Also, anybody of all ages who is physically or aspires to be physically active in any way shape or form can wear products of my business. Whether its going for a slight walk or a marathon run products of my business are beneficial to all.

- Age: Very broad business all ages, most consumers will be between 5-50
- Gender: All Genders
- Location: DC Maryland Virginia area
- Income level: Low class, middle class, high class families
- Social class and occupation: Athletes, physically active people
- Education: any
- Other (specific to your industry)
- Other (specific to your industry)

For business customers, the demographic factors might be:

- Industry: Apparel accessories, sports equipment
- Location. DMV (DC, Maryland, Virginia)
- Size of firm
- Quality, technology, and price preferences: High quality training and sports fit wear

## **VI. Competitive Analysis**

What products and companies will compete with you?

List your major competitors: Nike , Adidas, Under armor Reebok , Russel, champions

(Names and addresses)

Will they compete with you across the board, or just for certain products, certain customers, or in certain locations?

A-HOT will consist Of Shirts, Dry Fit shirts, muscle shirts, compression shorts, dry fit shorts, socks , and sports bras and leggings for ladies. With that being said all of my competitors sell those products so I will be competing with them in those aspects.

Will you have important indirect competitors? (For example, video rental stores compete with theaters, although they are different types of businesses.)

I don't believe I have any Indirect competitors

How will your products or services compare with the competition?

My products will compare because they will be great quality clothing to train and workout and also for individual style just like our leadings competitors products.

Some competitive advantages I have over my competition will be that I will have cheaper product since I am just starting out my business. Also, another advantage I might have is the fact that my business is new and black owned people of my race might want to support more. The disadvantages of my business is that I'm going against worldwide sportswear companies so I have to work harder to sell product and also I'm facing big name companies that have their business already made.

In the final column, estimate the importance of each competitive factor to the customer. 1 = critical; 5 = not very important.

**Table 1: Competitive Analysis**

Factor	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
<b>Products</b>	Shirts, compression shorts, shorts, sock, hats	Yes		Same and shoes	Same and shoes	
<b>Price</b>	\$5-50	Yes		Up to \$500	Up to \$200	
<b>Quality</b>	Good	Yes		great	great	
<b>Selection</b>	multiple		no	large	large	
<b>Service</b>	good		no	great	great	
<b>Reliability</b>	very		no	yes	yes	

<b>Stability</b>	yes	Yes		yes	yes	
<b>Expertise</b>	Not much		no	alot	slot	
<b>Company Reputation</b>	Not much		no	alot	slot	
<b>Location</b>	DMV		no	worldwide	US	
<b>Appearance</b>	Good	Yes		great	great	
<b>Sales Method</b>	Cash, card	Yes		everything	everything	
<b>Credit Policies</b>	none		no	yes	yes	
<b>Advertising</b>	Social media	Yes		everywhere	Everywhere	
<b>Image</b>						