



# WEBSITE ANALYSIS

## BMSW4003

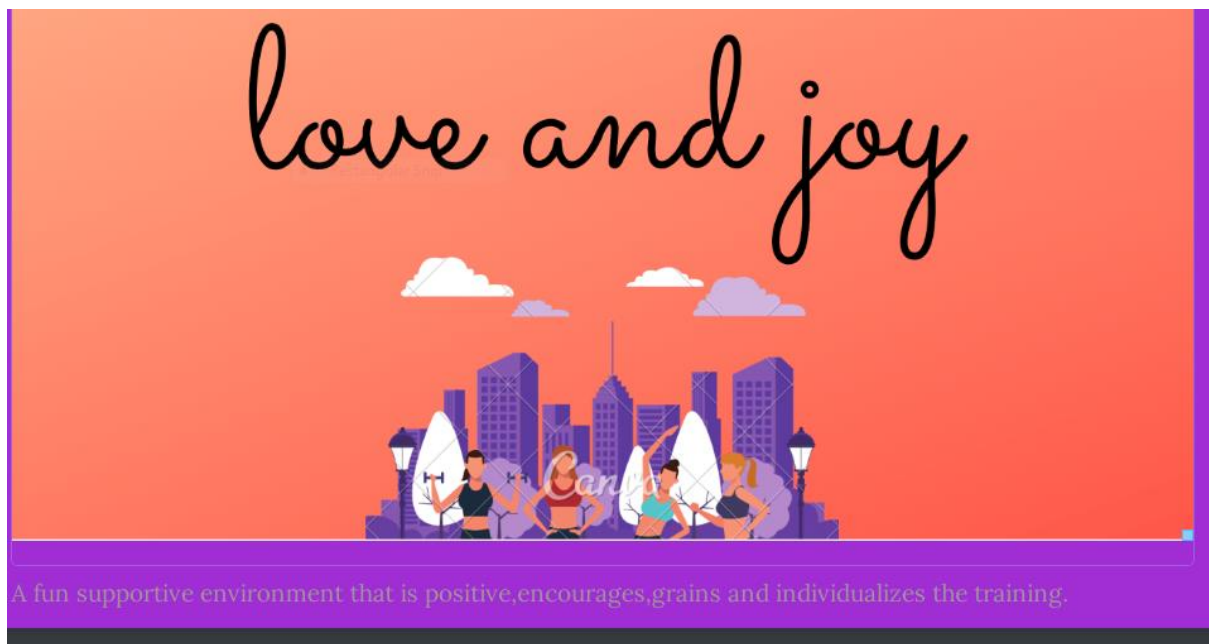
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JULY 2020

**This is an assessment which explain why I design my website.**

**The colours and fonds used in website aligned with information from task2-the questionnaire, and task 3-the poster.**

**Using information identified in Questionnaire I identified the target, trends and paths in data to maximise business profitability.**



2. What is your gender?

[More Details](#)

|                                                      |   |
|------------------------------------------------------|---|
| <span style="color: blue;">●</span> Woman            | 8 |
| <span style="color: orange;">●</span> Man            | 5 |
| <span style="color: green;">●</span> Non-binary      | 0 |
| <span style="color: red;">●</span> Prefer not to say | 0 |



Bella Gym is a small independent gym operating in UK. Gyms can be classified as low-market, mid-market and high-market based on their membership fees and the facilities they offer. The companies holding the largest market share include David Lloyd leisure Ltd, Nuffield Health, Pure Gym Ltd, Virgin Active Ltd, The Gym Group plc, Dave Whelan Sports Ltd and Bannatyne Fitness Ltd.

IBISWorld analysts monitor the impacts in real-time and in update of how industry is likely to be impacted as a result of COVID-19 pandemic. Revenue is estimated to decline by 27.6% during the current year due to forced closure of all industry establishments from March 2020.

To survive the financial implications of the forced closure of industry establishments I create a website easier to use with more accessible information about my business.

To position my business online I have used the 4Cs of marketing communication. This is a useful tool to improve communication at both strategic and tactical levels.

Clear message: "A fun, supportive environment that is positive, encourages grains and individualizes the training".

Credibility: customers' expectations from gym are the trainers:" Knowledgeable trainers, patient, helpful. Trainers with real experience and enthusiasm for helping customers to reach their goals.

A consistent message should touch the heart: “We become a family struggling together, laughing together, getting stronger together. With love and joy, we build your strength and confident presence.”

Why is Bella Gym unique? It is not easy to find a message for positioning the gym better than our competitors. “We are an island far away from chaos and stress.”

To enhance my business profile and marketing I used a combination of red, violet and purple.

Red is a very hot colour. It is a primary colour associated with fire, violence but also associated with love and passion. In my website is used to indicate my energy and passion for my business. Related to the gym promote energy, speed. This is a colour which encourage people to act.

Bella gym most of the customers are women looking for a healthy lifestyle.

In our website we don't promote the idea the gym is only for women, but in a place where are women will find beauty, passion and socialising.

Purple and violet: generally, the meaning of the colour is similar. Both contain the energy and strength of red with the spirituality and integrity of blue. This is the union of body and soul creating a balance between our physical and spiritual energies. This is the message Bella Gym wants to transmit: a place of harmony, contributing to mental balance and stability, a link between thought and activity.

Purple has power, is ambitious, is the leader and demands respect. Related to my business denote high quality or superior, premium service.

Violet is the colour of humanitarian, using its better judgment to do good for others.

## Portfolio

To maintain healthy life style we must talk about a food and physical exercise, preventive healthcare ,work ,the relationship with the environment and social activity.It is not achieve overnight .Physical exercise is recommended at least 30 minutes daily.This allows not only to burn excess calories but also help to control blood pressure,blood glucose level and cholesterol.

At BELLA GYM a healthy life style is achieved not only exercising your body but exercising your mind ,too. We try to give your brain a regular workout with exercises that enhance memory,attention,ability to focus,and learning new topics.You will feel better,being able to do things that you couldn't before .

WE COACH ,WE CARE ,WE CONNECT!

## 5. What is your expectation?

[More Details](#)

|                                                          |    |
|----------------------------------------------------------|----|
| <span style="color: blue;">●</span> loose weight         | 3  |
| <span style="color: orange;">●</span> healthy life style | 12 |
| <span style="color: green;">●</span> Other               | 1  |



Going to the gym is healthy. According to research staying active is part of our DNA. Purple suggests wealth, fantasy and a world of dream. Physiologically, it heightens people's sense of beauty. Red has a physical effect on people, raising blood pressure and respiration rates. Red promoting ambition and determination.



Click here to edit.

Bella Gym Contact ⓘ

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SUBMIT



Facilities like car parking and popular area are promoting on website.

The right gym equipment is the first key to successful strength training. Weightlifting equipment such dumbbells is the best option. Benefits include increased metabolism, enhanced sport performance and the prevention of injury.

Using email as a contact form is professional and take business seriously. When composing an email, you can also include document and photo attachments, and embed videos and audio.

[1905021vo@student.uwtsd.gmail](mailto:1905021vo@student.uwtsd.gmail)

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## REFERENCES

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