

Overtime Franchisee: Pre-Training Exercise – OTA INVESTIGATION – “Competitors”

WHAT’S THE POINT?

This is an exercise to understand the MARKET you will be operating in. One of the contributing factors to any business market is what the competitive environment is. There is a lot to be learned from competitors from pricing of services, employee compensation, customer demographic, partnership network, just to name a few. Overtime Athletics has a long history of successfully “competing” against other youth providers. Our investigation into competitors over the years has also led to some very profitable relationships WITH competitors and even some cross-branding opportunities. Having a strong understanding of the businesses that offer same or similar services as OTA will enhance the strategies you formulate and the business decisions you make.

NOTE – We are defining competitors as any organization or individual providing school year enrichment programs in an elementary school setting or summer camps for elementary age children.

How to Investigate:

- Search school website
- Search known competitor websites
- Inquire with your PTA Contacts
- Acquire Enrichment catalogues
- Show up at a school and look at sign in sheet
- During OTA Evaluations at schools, walk around and see what else is happening

Collect Detailed Information on “Competitor”: (Use Spreadsheet Template Provided Here)

- Name of Organization (contact info)
- Online Presence (website, facebook, etc.)
- Program Offerings and Descriptions
- Type of Instructors (pay rate)
- Profit vs. Nonprofit
- Individually Owned vs. Franchise
- Participation Fee
- Type or Marketing Materials and Promotions
- Do they give handouts?
- Class Logistics (minimums and maximums, number of sessions, indoor vs. outdoor)
- Network of Schools (amount of partnerships and geographical scope)
- Volume of Programming
- Any sense of customer satisfaction?