

Analyze a Top Player Mission- Alphaland

Target Market and Avatar: Fitness influencers trying to grow their brand or anybody into fitness and wants to get in better shape

Reasons why customers want to buy from them: More than just a gym. Has a lot more facilities to offer. Great place for fitness influencers to collab with others.

How are they getting attention: Fitness influencers meeting and collabing in the gym. The fanbases of each influencer sees Alphaland which leads to more popularity

How are they monetizing attention: As the gym garners more attention, that can lead to more membership sales for the gym, resulting in increased revenue. The Gym also has a food court and retail store so more money can be made that way.

What is this brand doing better than anyone else: It's not just a regular gym. Offers a variety of other facilities. Goes back to why customers want to buy from them. Also has basketball courts, American Football field. Different types of gyms like crossfit, powerlifting, etc.

What mistakes are they making: More catered towards the fitness influencer side instead of the regular gym-goer. May make the regular gym-goer who doesn't want to be surrounded by cameras feel uncomfortable

What can other brands do to win: Stand out just like Alphaland. Be more than just a gym and have your own unique twist like specific niche to win.