

Overview

Wellness Mats, WellnessMats Fitness and WellnessMats PetMat have created an incredibly lucrative niche market with their products. We see a potential issue by competing at a high level against themselves, seeing as they can't compete with the likes of Macy's, Wayfair, Amazon, etc.

To fully understand the potential, we would need actual data sets, i.e. PPC stats, performance, annual net, possible trends in data, market data collected over the past 16 years, etc. However, we can still provide a personalized "general" strategy for now in terms of how we can move forward with this brand and help them to achieve their goals.