

12/25

Introduction

Our business plan is to open women only gym which is called Wellbeing Fitness for Women to provide warm friendly service to women of all ages and background. Some of the services we will be offering are fully cardio equipped gym women to get fit, also we will be offering swimming pool, Jacuzzi, steam room, sun beds and professional personal trainer for all the women who are looking to shred pounds. Our staff will be First aid trained on site which will be always available every day of the week.

Furthermore, the reason behind choosing women gym was there is not many gym that offer all these service to women within Swansea area with all the facilities we are offering and with the target market there is not much competition as we are offering reasonable priced that is affordable which £19.99 month membership is for everything.

There are number of aspects of the business that I would like to highlight which will maximise sales some of which we will be offering are introductory offer first two sessions free I hope this will encourage members to join. And free tour with our friendly enthusiastic staff showing what services we are offering to motivate customer to get healthy moreover, we have other ideas to expand on sales by offering healthy meal options for busy mums.

In addition to advertising is very important for the our business there will clear poster stand out front of the website of our introductory offer and shared on varies social media sites such as popular Facebook, Twitter, LinkedIn and Instagram which will build up online network of followers which will be aware of our woman's gym and what service we are providing in the local area also creating lots of posts to attract clients of our services to share online.

Moreover, setting up a stall in Swansea town with posters and leaflets to handout this will be good publicity for our business as this will attract passing customers will be aware of new women gym in town.

Our business website for Wellbeing Fitness for women gym we have made the design layout of the website clear and simple of what services we are offering this is because simplicity is eye catching easier to understand than confusing customers.

Conclusion

My role whilst designing the website were gathering images for the website such as researching relevant images related to the service we are offering which involved looking for correct size image to fit my website layout. Moreover, also making sure the main page layout structure is not confusing clear of who we are and what services we are offering, writing out mission statement and getting location map adding contact details also checking the font and layout.

You needed to discuss explain the key elements of the website

Evidence of some research

How does this link to the website creation and research?

Explain in what way! What are the key features that highlight this?

Avoid word duplication in a sentence