

10/25

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Group 1

As a group of four we decided we are going to open a Health club for women only. The name of the business is 'Fitness 4 Women'. This task was from the module 'managing Enterprise in the 21st Century'. The business plan was then in cooperated into Marie's module 'Digital skills and research methods'.

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The services that we will be providing are the following:

- Sunbed
- Sauna
- Steam room
- Jacuzzi
- Swimming pool
- Personal trainer

The location that we have chosen is in the heart of the town centre in Swansea. The building was previously used as a mixed gym so the layout of a Gym is in the building for us to move in and put our design on it.

As Swansea lacks of women only gym and the diversity of different culture are on the rise, a lot of women are serious about their Health as obesity is on the rise. Majority of the women would prefer to use a women only gym so they don't feel shy or embarrassed when exercising.

To catch the eyes of the public we have to design a catchy web site that will state clearly that it is be a women only gym. It will also so include on the side of the website page with bullet points what kind of services will be providing. We will have an offer for the first 50 clients with free joining fee. As for the back ground of the page we will have different women from different back ground on the page to catch the eyes of all ethnicity.

We will also have a picture of the swimming pool with kids and mothers to show that we will hold sessions for mothers and children under ten in the health club, certain times of the day so it gives the mothers the pleasures to join in with their friends and children and also get fit at the same time. The personal trainers that we will hire will come from different back grounds with the skills to speak multi language this will help the customers interact and understand more clearly about the exercises.

The customers will have the choice to fill in an online form to book a tour of the place, they will also have the choice to join the gym. The prices to join the gym will be clearly stated and we will keep it flexible as possible to bring in the customers.

As a team we all added our bits here and there we did not stick to a specific role, but one of the role I solely played in designing the web site was to find the pictures of women from different ethnicity who are in their sport clothes for the front page of the web site. We tried to include much information as possible and colourful so it catches the eyes of the potential customers.

You make brief reference to the elements that will help to maximise sales.

You also needed to explain some of the key elements (done briefly) of the website but also explain in more depth the research undertaken

watch abbreviations