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Title: (Be & Stay FIT)

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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

15/12/2017



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Introduction

Our fitness club offers fitness classes carried out by a qualified person trainers, both in groups and individual - for women, men and youth.

Mission

"Our mission is to promote in the area Tri-City and the vicinity of a healthy and active mode life by encouraging people of all ages (from pre-schoolers to seniors) to participate in our classes. Our great qualified specialist staff and equipment the latest technology will allow you to be active spending time in a nice atmosphere as well help you achieve your dream figure. For each one will adjust the individual exercise mode - we will advise you, we are for you!

Aim and Objectives

"Be & Stay fit" - Fitness Club. Form legal: a partnership. Subject activities: recreation and sport. Company headquarters: 83-500 Gdańsk, ul. Sportowa 17, telephone / fax: 500 745 283, [www.be & stayfit.com.pl](http://www.be&stayfit.com.pl)

- offer addressed to people in different ages (from 16 up)
- sex (women and men)
- residents of Gdańsk and the Tri-City
- lifestyle - active

Mission and Vision

The subject of activity are services that promote a healthy lifestyle.

We enable:

- **Access to a well-equipped gym and the opportunity take advantage of the wide range of additional services from yoga, through massage until learning to dance.**
- **We offer professional assistance of an adviser and instructor as well dietetics, with adequate knowledge and education, supported by numerous certificates in the field of dynamics and intensity exercises, improving the figure, preventing injuries and stretching muscles, while relaxing.**
- **Our club is located in air-conditioned rooms, offering aesthetic interior, plenty of space and unique, sporting atmosphere**

Management Process

- We offer the following fitness classes:
 - Active Walk aerobics
 - Fat burning
 - ABT (French gymnastics - strength and endurance training and speedy)
 - TBC (modeling exercises)
 - Step Tai-Chi (Chinese meditation on the move)
 - Stretching (stretching and stretching the muscles)
 - Step (endurance classes)
 - Zumba (dance inspired by a combination of dancing elements
 - Latin American and fitness items)

Management Process Cont..

Achieving a market share of 3% in the Gdańsk market after the first three months of operation and 15% after 1.5 years of activity
Achieving turnover at level X after the first year and then Y in the next three years.
Achieving the sale of group passes (at least 12 people) at the level of 15 pcs / month for the first half year of activity and 23 pieces / month next year

Management Process Cont..

Achieving sale of passes for children at the level 60pcs / a month for the first year of operation by signing a contract for a period of three years from kindergarten X and elementary school Y, of which students will attend classes instead of lessons physical education at school. - Acquiring further target audiences through introduction after the first year of operation special classes for the elderly and people with spinal diseases (increase in market share by ca. at least 6% in the second year of operation)

Management Process Cont..

- Timeliness of settlements with suppliers and recipients (negotiating with all partners credit maximum 30 days from the invoice date; in special cases 45 days),
Financing of current operations and club development from own resources resulting from the achieved income (possible development investments activities incurred only after 3 years of profitable Business) Capital structure

Management Process Cont..

Threats

- Competition
- Development of infrastructure of a nature
- sports (bicycle paths, pedestrian streets, gyms in the open air)
- Demand instability (fluctuations
- seasonal)
- The economic crisis
- Demographic change

Management Process Cont..

- Constant lack of awareness of the subject healthy eating - a problem obesity
- High speed of life
- The possibility of expanding the offer
- Fashion for a healthy lifestyle

Management Process Cont..

Weaknesses (weaknesses)

- Small practical experience
- Lack of own premises
- Lack of regular customers

Management Process Cont..

Strenghts • The quality of the equipment •
High guaranteed quality of services •
Using modern methods marketing •
Complex offer • Qualified instructor staff •
Active advertising activities

Management Process Cont..

Marketing strategies • Our services will have many features benefits that will be highly valued at the target clients, ie: innovation, modernity, high quality, professionalism • "Be & Stay Fit" from other fitness clubs will be stand out for special offers for groups (at least 12 personal) and schools and kindergartens • Depending on market needs and competitive pressure we will expand gym equipment and introduce additional classes

Management Process Cont..

- The company, "Be & Stay Fit" due to presence competition in the environment has taken the strategy , 'Market penetration' to get in a short time gain market share • The strategy will be implemented through sales relatively high quality services after standard prices, that is at prices very much close to the competition's prices

Management Process Cont..

- We count on this thanks to this pricing strategy achieving the desired market share on 15% after 1.5 years of activity • We plan to continue our business increase prices slightly in order adjusting the price to quality services (after 2 years of operation)

Marketing strategies

- - Additionally on our website we will create a special portal with a healthy mode life, with a calorie counter, dietician tips and with a few well-written trainings
 - Our Fitness Club will also be active he was on his fan page on Facebook and Twiterr organizing various types of contests
 - We will also invest in internet advertising in the first period of our activity to reach to as many people as possible.

Marketing strategies

- We will focus on the promotion of our Fitness club on advertising in the color press and in regional diary, using colorful an advertisement that catches the reader's eye.
- We will broadcast advertisements alternately in the monthly "Kultura i Fitness" and in regional daily, Dziennik Bałtycki.
- We will commission the development and printing of 2000 leaflets information and additionally 100 pieces from a promotional discount with a 10% price reduction entry to the Fitness club

marketing strategies

To get through the huge competition we will need the help of a professional • We will hire a sales representative who will try to get interested in our offer schools, old people's homes that they would like to diversify classes for their pupils, also larger companies proposing discounts for them employees for group entrances • Our Fitness Club will be visible from afar thanks a huge advertising banner and the illuminated name of the Club

Forecast of revenues from the planned activity

	Product / Service	Quintany 2017	unit price	the value of sales2017	2018 quintany	2018 unit price	the value of sales2018
1	one-off entrance to the gym	400	15/h	6.000.00	1000	15.60/h	15.600.00
2	Active walk aerobik	400	20/h	8.000.00	1000	20.80/h	20.800.00
3	Fat burning	450	25/h	11.250.00	1125	26.00/h	29.250.00
4	abt	350	20/h	7.000.00	875	20.80/h	22.750.00
5	tbc	425	15/h	6.375.00	1062	15.60/h	16.567.20
6	Step tai-chi	500	25/h	12.500.00	1250	26.00/h	32.500.00
7	stretching	300	30/h	9.000.00	750	31.20/h	23.400.00
8	total	2225	15.4/h	4.0275.00	8112	15.60/h	12.667.20

business plan

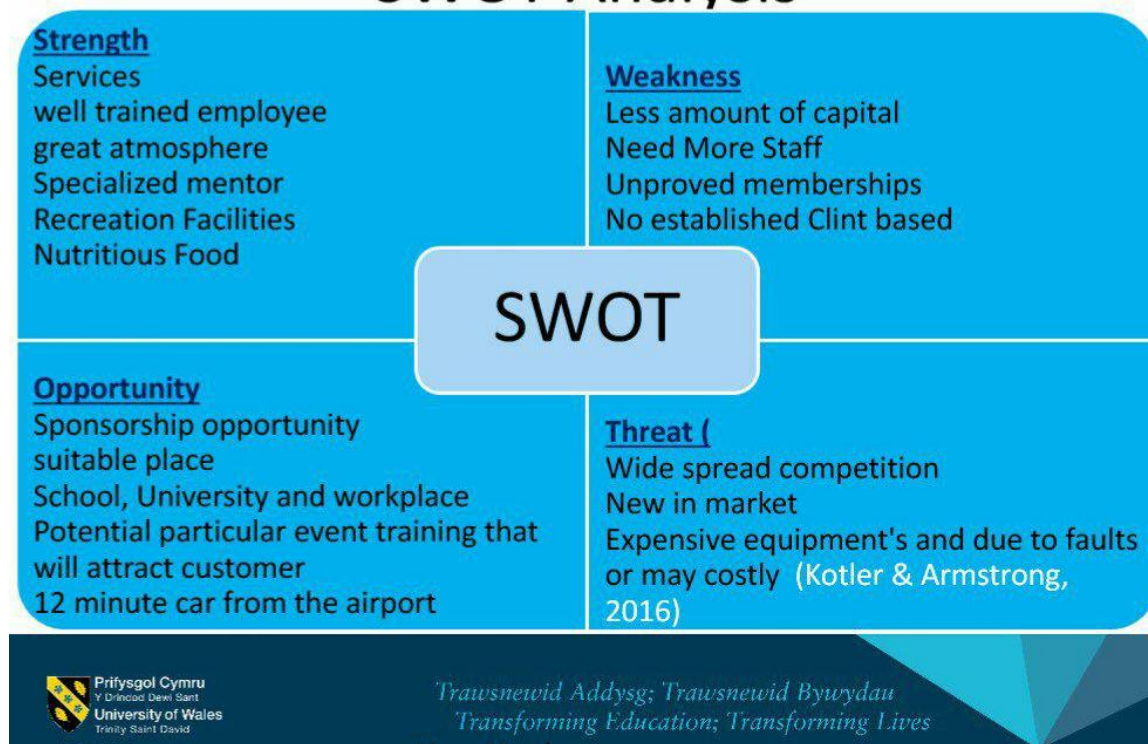
	name	amount
	2xcomputer	3.000.00
	necessary equipment for employees	3.000.00
	advertising campaign before the opening of the fitness club	1.500.00
	training equipment (bicycles treadmills simulators steppers bench mats, dumbbells, extractor	36.500.00 •
	adaptation of the rented room	5.000.00
	official fees	1.000.00
	total	50.000.00

Specification expenses to incur on commencement business from own funds -20,000.00 pound and from credit worth 30.000,00pound



Assumptions made: An inflation rate of 4% was assumed, an additional 3 people were employed from beginning of 2017, which will allow you to extend the opening hours of the fitness club, and thus - increase sales

SWOT Analysis



PESTLE Analysis

Political:

- Government initiative free and subsidized admission
- Budget change issue
- Increase tax on gym equipment due to international political reason

Economical:

- Growth of unemployment
- People focus on their need and want
- Fitness club may extra spend for some kind of people
- Tri-city the economical condition is very suitable to do our business

Social:

- Significant opportunity to social with others like making “gym Buddy”
- Reduce Health related problem
- People are attract on gym and more conscious about health

Technology:

- Can help for marketing and advertising
- Data entry
- Recording information
- Modern Equipment
(Slideshare.net)

Conclusion

Our gym is very popular we are well known we have great service,our gym is fully license and our equipment is fully inspected and our staff is well trained there for you should come to our gym.

References

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Any Question?