



**ADOPTING NEW MARKETING STRATEGIES FOR KILLAY
HEALTH & FITNESS CLUB FOR PROFITS MAXIMIZATION**



05 MARCH 20119

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1.0 Project Aim

With the increased state of competition in today's business world, various industries have become a hotbed of competition among the respective businesses, therefore, in whatever they engage in, attaining a competitive advantage and profit maximization has always been the main objectives in the respective industry. However, this desired state can only be realized only if the costs and various expenses are reduced (Barney, 1997). Many business ventures keep on being formed every other day. This causes flooding in the same market making competition rise day by day, therefore, for a business to thrive and be more successful than the other players in the industry, it can be said that the business has attained competitive advantage (Black and Boal, 1994).

This project therefore seeks to explain the whole process of how a business, whether it is newly formed or has been in existence, can maximize on various business processes and procedures, in this case marketing, to attain a competitive advantage over the other players in the industry. Therefore, the art of competitive advantage will be thoroughly looked at in detail so as to see what in what ways proper marketing can be fully put in practice. Having been in the health and fitness industry for quite some time now, Killay Health & Fitness Club will be the organisation of discussion in this report. Marketing has been identified as the main issue which has not properly been addressed making it experience prolonged seasons of low profit.

2.0 Objectives

Having looked at the main aim of this research, it is therefore advisable that a proper set of objectives, keeping in mind the SMART (Specific, Measurable, Achievable, Realistic and Time bound) approach (Bjerke and Renger, 2017), be set that will be used as the guide towards solving the problem at hand. For a success of a certain process to be realized, objectives and goals need to be set which will act as the guiding element of that whole process, therefore, in this case, the following objectives will therefore be used;

1. To assess the competitive environment using Porter' Five Forces
2. To evaluate the business' reputation in the current market.
3. Assess the current product and service offerings in order to identify the need for product / service improvement and or diversification.
4. To Provide recommendations on how to improve marketing

These set of research objectives will therefore be used throughout this report in identifying the key areas of discussion. However, to be able to fully realize these set of the proposed objectives, it is advisable to come up with research questions. Research questions are beneficial because they act as a guide and facilitate the reporting, inquiring and the analysis parts of the report (Cooper, Schindler and Sun, 2006). Based on the research objectives formulated above, research questions are going to be set which will be used as a guide in the data gathering process. The questions going to be asked to the sample selected will be derived from the research questions and objectives.

3.0 Justification and the benefits of the study

Justification

This study, new marketing plan for Killay Health & Fitness Club, will facilitate in moving the business from its current financial struggles to the desired state. The Club was formed with the main aim of attracting more clients and at the end make profits, however, this has not been the case since has not been able to attract and retain clients which is a clear indication of low profits compared to what was expected when founding the business. Therefore this report will give a deep scrutiny of the problem at hand. Various opportunities and possibilities are also going to be explored and presented in this report that will see a couple of possible solutions being arrived at.

This report will be beneficial for the other researchers and business managers when they will be in their quest of solving proper marketing related problems that would see them attain strategies that will boost profits and increase clients' attraction and retention. As stated earlier in the previous section, internal and external environmental factors of a given business keep on changing from time to time, therefore taking the initiative of conducting this study will specifically identify the poor marketing techniques which are currently in use and replace them with the new recommendations as per the report and see the club attain high profits and increase clients' attraction.

Benefits

Focusing on the problem at hand, which is the use of proper marketing practices to attain a competitive advantage, comes with a couple of benefits, such as customer attraction and retention, which are beneficial to the organisation at large and both the external and internal stakeholders. Not only for the organisation but also for the clients and other

stakeholders involved in the business. The newly formed Killay Health & Fitness club has been experiencing low profits and low clients attraction and retention. This is because the club has been employing poor marketing techniques which have seen it lose more clients than the ones being attracted and retained in the club leading to losses.

Changes have become a norm in various industries across the world which have made many organisations to adapt to the specific changes or otherwise they will be left behind as others thrive. These changes could be as a result of various factors such as the political, economical, social, technological, environmental and legal factors experienced all across the world (Yuskel, 2012). Therefore, conducting such a research will help the Club's management to keep up to the new practices and trends in these factors so that they cannot be left behind while others are employing the new ways and gaining competitive advantage.

4.0 Background

Killay Health & Fitness Club is a service rendering business located in Swansea which focuses on gym services and other healthy programs such as correct dieting plans, cardio exercises, yoga and supplements provisions. The health & Fitness Clubs is one of the fastest growing industries in Swansea, in the UK, enough reason to explain why there are enough fitness and health clubs being set up, hence stiff competition (Woolf, 2008). To beat this type of competition, a given business needs to be the leader in the industry in aspects such as perfect and high quality service provision, best and fair prices in the services offered and even consistency in delivering the services (Fleisher and Bensoussan, 2003). Potential clients will tend to be attracted by a Health and Fitness Club that does this, and after they join the club, there will be high chances of them being retained, hence high profits realization. This has not been the case in the Killay Health & Fitness Club.

The Killay Health & Fitness Club, being a new entrant in this industry has not put enough marketing strategies that could see it become the favorite of the clients in the neighborhood. Marketing entails all the activities that involve the purchase and selling of a certain product or service. These activities include the advertising period (where the products or services are made known to the potential buyers), selling and finally the delivery of the same (Kotler Et al, 2015). However, the three processes are not enough if at all a business wants to survive in a highly competitive advantage. There are several marketing strategies that should be employed. A strategy is well pre-laid plans that can see an organisation

achieve its desired goals or objectives. In this case, Killay Health & Fitness Club becomes the leading provider with lots of profits realized.

5.0 Literature Review

When an entity talks about marketing, there are basically certain concepts and ideas that come to an individual's mind. A good example of such a concept is the 7 P's of marketing. This is a tool that consists of seven components; price, promotion, physical evidence, people, positioning and packaging that when properly combined, the formula could bring the best out of the business in terms of profits realisation and low clients turnover (Ivy, 2008). It is evident that Killay Health & Fitness Club has not put some of these components into consideration, reason for them to experience low profits periods.

SWOT Analysis is a tool used for strategic planning and strategic management in organisations. It can be used effectively to build organisational strategy and competitive strategy in Killay Health & Fitness Club. "SWOT Analysis is a simple but powerful tool for sizing up an organisation's resource capabilities and deficiencies, its market opportunities, and the external threats to its future, the acronym* SWOT stands for 'strengths', 'weakness', 'opportunities' and 'threats'". (Thompson et al., 2007: 97).

PESTEL framework is also a key model that will be used to analyse the different types of environments surrounding the business (political, economical, social, environmental, legal and technological) environments. These six factors play a key role in shaping up the level of competition in a given industry (Yuskel, 2012), therefore, analysing these six factors in context of Killay club will be important in achieving the objectives of the report. Lastly, there are other forces that may affect the nature of competition in a given industry, the Porter's five forces framework (threat of new entrants, industry rivalry, buyers bargaining power, supplier bargaining power and threat of substitute goods) (Porter, 2008), will be used too in this report to analyse the potential competition in the health industry and how they will be curbed.

6.0 Project Plan, Control & Time Management

Having looked at the main aim of this study and the possible causes of low profits experienced in Killay Health & Fitness Club, it is therefore necessary to come up with an appropriate project plan, project control and time management plan that would see the report

realize its main objectives. These will be looked at in this chapter. This project involves a wide range of stakeholders and other external sources; therefore, financial availability will be key for the purchase of research materials and moving from one location to another.

Secondly, a proper research schedule will be formulated whereby each activity in relation with the resource required will be allocated a specific time and range to be completed and utilized respectively.

Upon completing the first two stages, the respective work scheduled will be used to determine and estimate the costs that would be incurred financially based on each package. This is necessary because the estimates will be used to bring up the actual representation of the proposed budget. Lastly, this being a project, there are quite a couple of risks and shortcomings that can be experienced in the course of data collection, presentation and analysis. It would be therefore necessary to come up with a risk management plan that will help curb any associated risk that would come up during the research process.

7.0 Research Methodology

Under this section, the whole process of the research will be outlined. This is from the data gathering, analysis, interpretation and presentation of the findings. To begin with, descriptive research design will be employed where an attempt of finding out how profits maximization can be achieved for Killay Health & Marketing Club. Survey technique will be implemented in the collection of data from the stakeholders and other players in the industry.

All the fitness clubs in Swansea that have employed good marketing strategies for profit maximization. Choosing Swansea will help get the most appropriate figure since the location also determines the type of services to be offered. Due to the time constraints and financial limits, only ten health and fitness clubs will be engaged in this research. The different stakeholders, three in each fitness club in this case, will be selected, making the total respondents target be a hundred. The data to be used in this research will be basically from the primary sources and secondary sources available. Questionnaires will be served to the selected ten clubs and their responses recorded. Physical distribution and a link containing the questionnaire will be given to those who will prefer soft copy. The main reason why questionnaires will be used for the purpose of data gathering is because it is cost effective as compared to if the exercise was outsourced to a research company. Journals and financial reports will be the main secondary sources to be employed in this research. Lastly, upon

receiving the feedback and information from both the primary and secondary sources, thorough analysis will be done and presented through pie charts and bar-graphs.

Finally, to ensure that the time frames are actually observed and that the whole procedure is perfectly executed, a tabular representation of the research schedule will be necessary. In this project however, the Gantt Chart will be used to clearly show the relationship between the activities stated above and the time allocated. This project is scheduled to start on the first 4th March to 20th May. The set of activities will therefore be represented in the table below and thereafter transferred to a Gantt Chart as illustrated below;

ACTIVITY	TIME REQUIRED
1. Literature review	14 days
2. Arrange respondents' visits	10 days
3. Prepare questionnaires	15days
4. Issue and Collect Questionnaires	20 days
5. Analyse questionnaires	10 days
6. Writhing report	9 days

Literature Review												
Arrange respondents' visits												
Prepare Questionnaires												
Issue and Collect Questionnaires												
Analyse Questionnaires												
Writing report												
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
	March				April				May			

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