

# New zealand gym business analysis



Answer 1. 1) As from the case study we know that Pro Fit is an organisation in the New Zealand which is the fitness gym. Its main business is to give the training to the masses which go there to make their body physically fit and they are doing really good job. The main objective of their success is their service which they are giving to their customers like the regular cleaning of the gym is done. The trainers in the gym are very cooperative with the customers and give full necessary knowledge about each exercise and each move.

The Pro fit is expanding their business day by day and the masses which have used the Pro Fit once they will never go for other one because they are providing the new technology of machines by which the peoples can have the result of exercise in their body. Moreover the councils of every areas have also check the safety of all the equipment and they have given the A+ grade to all the branches which makes the faith of the customers.

In today new era is having a great competition in fitness industry and so it is very hard to maintain the customer loyalty. Like after some time the peoples change their gym and join new on where they get best deals. In order to make new customers the organisation is providing combo deals and family packages. The members which are already have join this organisation the trainer have built a personal relationship with them and offer benefit which they are getting from their gym that they should not leave or change the gym.

The Pro Fit have maintain their status in the market by giving the best customer service by every staff member because if they will fulfil the needs

of the present customers then they will give positive feedback to their known once which result that new persons will be attracted towards the gym. Moreover the organisation also have organised a weekly trail for new customers to show them their standard of service that in which way they will fulfil the requirements.

Like in today's modern era every organisation know that without the promotion no business can be run so the Pro Fit also do their promotion by giving pamphlets in public area and advertise in newspaper. The organisation has launched the free cards for one person with each person entry and special vouchers for customers to attract them more. The organisation also has use the social media for promotion by organising page with their name and by app also. (insight) (training)

Answer 1. 2) Needs: the Pro Fit is running their business on good level but they want to generate new more customers because their goals is to be unique from other competitors. So they have decided to expand their goals by upgrading or adding new into old once. They just make the necessary changes to have more and more customers and the changes are done by customers expectations.

Demand : The New Zealand is a very good country in which every person is very serious about their body posture so they do a lot of exercises. By this interest of the peoples there are so many companies who are running their business by opening fitness centres from different franchises. By This interest the PRO FIT also give their best to fulfil all the demands of customers by performing several methods.

Market: As more and more peoples of different age group want to make their body fit. And the Pro Fit makes different strategies to have more and more customers to grow their company in market. Like they are give discounts on payments and give gift vouchers to the customers.

Marketing mix: It is known as business tool because it is used by the marketers in marketing to give their best in the market. And in this four things are there which the marketer focus to sell their products in market are price , product, promotion and place. So the Pro Fit also have used all four of them like they first arrange the price according to the customers need that how much they can pay easily and they keep below to the other fitness centres for making place in market. The equipments in the gym are good up to dated technology which is attracting the people. They also used several ways to promote their business in the market by advertisement in television and newspapers. Moreover they have open their branches in that areas where every common man can go easily in daily busy life to do exercise.

Promotion: As every business need the suitable promotion to be on a good level and so the Pro Fit also decided to promote their business by television and newspaper. They give pamphlets also in public areas. By this promotion they tell everyone why they are different and better from the other one . Moreover they give information about their offers and deals.

Public relation: It is define as the connection between the person as seller or service man and customers. As in the Pro Fit the trainer talk with the customers with friendly nature which makes a very good bond between them

by which the customer will not be bored in the gym and did not want company of any friend if it is not there.

Service: The staff in an organisation plays a very important role for success because if the staff will give good service to the customers then only more and more customers will come. So the Pro Fit is also giving the best service by which the customers get attached to the trainer and the other working staff by which they will not change the gym in coming time.

ADVERTISE: As every organisation is advertising their organisation by several methods like by social media , television and radio. They give the information about deals and offers. They also show their status by showing the video or pictures of organisation by which the local peoples get know about it.

(mind tools) (wiki)

Answer 1. 3)

Range of	advantage	disadvanta
marketing	s	ges
media		

Radio	There are	The
	so many	disadvanta
	peoples	ge of
	who don't	advertisem
	like to	ent by radio
	watch or	is that the

other peoples  
social cannot  
media and watch the  
they just advertisem  
like to ent and  
hear radio. sometimes  
For this the peoples  
kind of do not get  
peoples the proper  
the information  
advertise by just  
ment for listening.  
Pro Fit by  
radio will  
be good.  
By radio  
the  
persons  
who are  
travelling  
from one  
place to  
another  
they can  
also have  
the

informatio  
n by  
listening  
radio in  
car.

Television The The  
today's disadvanta  
modern ge of doing  
era is advertisem  
spending ent by this  
their some method is  
of the that this is  
hours from too much  
daily expensive  
routine life and it can  
to watch increase  
television. the budget  
So this of  
mode of advertisem  
advertise ent.  
ment will  
be  
effective  
for doing  
promotion

of Pro Fit  
and by this  
the  
peoples  
can have a  
view of  
gym prom  
inside.  
They can  
also see  
the  
functioning  
of the  
equipment  
s and can  
be  
attracted  
to join fast.

Media print	In this	The
advertisem	mode the	disadvanta
ent	advertise	ge of this
	ment can	style will be
	be done by	that some
	giving	of the
	adds in	people do



newspaper  
 s by which  
 every not read  
 person can newspaper.  
 be ready The people  
 and the are not  
 pamphlets much  
 in the informed by  
 public this mode  
 areas also so they loss  
 can be their  
 distributed interest.  
 .

Media print In this the The  
 editorial people can promotion  
 be by this  
 informed method will  
 by giving be little  
 informatio much  
 n about expensive.  
 Pro Fit in And some  
 magazines of the  
 by giving masses do  
 pictures of not have  
 the habit of

peoples  
 who are  
 doing their  
 exercises  
 in gym.  
 Moreover  
 the  
 feedbacks reading the  
 from the all  
 customers magazines.  
 will be also  
 there  
 which will  
 motivate  
 the new  
 customers.

Brochures The In this  
 brochures method the  
 can be brochures  
 send to will work  
 the people effectively  
 by which if they are  
 the they handed to  
 can read every  
 the customer

benefits of  
 Pro Fit and  
 the  
 informatio  
 n for and in  
 joining and doing this a  
 contact lot of time  
 can also will be  
 be get. taken.  
 The Sometime  
 brochures people are  
 can also busy in  
 be send their daily  
 with life so they  
 letters to do not have  
 the enough  
 common time to  
 peoples read.  
 home by  
 this they  
 will read  
 them also.

Tele Now a The  
 marketing day's telemarketi  
 every ng can

organisatio replace a  
n is using sales team  
this in  
method to organisatio  
do n which  
promotion could leads  
and Pro Fit to negative  
will also be feeling  
promoted among  
by Tele employees.  
marketing  
because  
by this  
method  
the more  
interactive  
and  
personal  
sale  
service will  
be given  
to the  
customers  
and by this  
the  
technical

issues will

also be

cleared.

The

importanc

e of public

relationshi

p is that In public

by this the relationship

organisatio the

n can hold message

Public the from

relationshi customers sender

p for long sometimes

time in a not be

single cleared to

gym. And the other

can have a receiver.

good bond

between

staff and

customers.

Answer 1. 4

Service

Market

Target

strategy                      audienc  
e

The perfect  
training will be  
giving to the  
every person  
regarding their  
health and any  
other issue. To  
be different

Training                      Age  
and dance                      betwee  
activities                      n 5 to  
also organise                      24  
dance classes  
also by which  
exercise will  
also be  
continue and  
the masses not  
be bored from  
the gym.

Aerobics                      With the gym                      Age  
Programm                      exercise this                      betwee

extra service  
 will also be  
 provided by  
 another  
 specialist  
 coach which  
 es/or will helps in n 25 to  
 seminars decreasing 38  
 weight. More  
 and more new  
 customers will  
 also be  
 attracted  
 towards it.

Meditation The Pro Fit Age  
 and yoga have research betwee  
 classes that how they n 39 to  
 can make fit to 60  
 the older age  
 peoples and  
 they have  
 organised a  
 meditation and  
 yoga classes  
 which the

older age  
people can  
make their  
body disease  
free.

(advertisement )

Answer 1. 5 Service : The Pro Fit staff is well trained in their respective field so they will give good customer service by which more and more new customers will come. The staff will also give proper training to the regarding the exercise so the people can get change in their body in short interval of time. Moreover the staff will be friendly with customers by which they can make bond with them by which they can solve the customer problem without any hesitation.

Price : The Pro Fit have first researched the market that how they can give best price to their customers by which they can beat the competition. So they have decided to make 80 \$ per person for month which is cheaper than other organisations. Further they have also decided to give family package by which the whole family can have proper gym in less money.

Promotional strategies : The Pro Fit have decided to do the promotion by several methods by using the social media and television. Moreover they have decided to organise seminars by which they peoples can be attracted towards their gym. And they given add in newspapers and magazines by which they people who are not using the social media would also be know about their gym.

<https://assignbuster.com/new-zealand-gym-business-analysis/>



Distribution : For the distribution of the Pro Fit they have plans like they will arrange a team for promotion only and make all efforts to increase their business.

## Task 2

2. 1 Answer: The needs and wants of the consumers is satisfying known as marketing. Consumers have funds to buy the products or service and marketing characteristic are important to fulfil the consumer needs.

Brand of organisation

Competition

Good environment of the business

Pro Fit is a organisation in market of fitness centres which gives the training to their customers to make their body physically fit.

In the market of New Zealand so many organisations are running their business in the field of fitness centres and due to that the competition is very high. Pro Fit is a organisation which is giving their best to be different from other once and they give so many special offers to attract the customers.

The Pro Fit is the fitness centre which is giving a very good service to their customers. The equipments in the gym are very well organised and the areas in the gym are neat and clean.

As so many companies are there in the market and the organisation in competition are Jetts , City fitness, Physical Club.

(small business)

Answer 2. 2 Offered services : The jets, city fitness and physical club are the organisation which are running their business but from so many years they just on same level on which they have started their business because they are not giving the good service to their customers. But the Pro Fit is giving better from them by fulfilling the customer needs and guide them in well manner.

Prices : The competitive organisation in the market are charging 100\$ per month from their customers but the Pro Fit is charging 80 \$ per month and giving the best service by which the customers can do exercise in well manner.

Promotion for Pro Fit: As every business needs the promotion and it plays a very crucial role in organisations success. The competitor organisations are not doing a lot of efforts in promoting their business but Pro Fit is doing by social media, television and so many other mood of advertisements to get more and more customers.

Answer 2. 3 Internal : It is the factors or changes which are done inside the organisation and these factors can be for upgrade the organisation standard.

External: It may be explained that the things which are happening outside the organisation.

social: The masses come to a place and be together have talk or gossiping with each other by this they get in contact with people and can spend their

time in gym. So by this the Pro Fit have become a source of socialisation in today's busy era.

**Culture :** The Pro Fit have three branches in different locations of Auckland and as you know New Zealand is a multicultural country so peoples from different community come to the gym and get interacted by each other so in this way they get know about different cultures of the peoples from other countries.

**Technology:** The every customer want the new thing or which are different from other once so in giving something different to the customers the technology play a very crucial role. In Pro Fit also the equipments with new technology attract the customers and by that they can do exercise in well organised way which will help them to have better result in their body.

**Economic :** Its is very important part because the person is to be economically good if they want to run business and if any new technology comes in the market to buy that also the money is needed.

**Regulatory :** As anybody wants to run a business in correct method then it is very important to follow rules and regulation which are provided by NEW Zealand government. And the Pro Fit also have to follow the rules like they have to pass the safety test of the equipments in the gym.

**Demographic :** It is very important to keep this in mind while opening the business selection of the place is very important , so Pro Fit also have target the most common place like Auckland city where most of the people will go for gym.

Competitive : This condition is that when number of companies are running their business in same field then they have competition between them. And to win this competition the organisations are fulfilling the demands of the customers. Pro Fit also give new technology equipments and facilities which will impress the customers.

Answer 2. 4

### 1. Advanta Disadvantage

ges

2. As the other

1 ) The Pro Fit

competitive

is charging

organisations

less then other

have their

once as in

branches in

other

the whole

organisations

New Zealand

they are

but the Pro Fit

charging more

have just

and plus they

three

are charging

branches in

70 to 90\$ as

Auckland

giving trainer.

region.

2) As the

3. The Pro Fit do

organisation

not give

are giving the

membership

training for the

cards or VIP

exercise by  
the trainers  
only but the  
Pro Fit is the  
only  
organisation in cards to their  
which a lot of customers.  
the exercises  
are done by  
new  
technology  
equipment.

(competition)

Answer 2. 5) After the research it is cleared that the Pro Fit have to increase their branches in the country and they staff have to improve their customer service by which the new customers will be satisfy with the staff service. The locker rooms and the areas inside the gyms have to be cleaned every day by which the customers can feel good. Moreover the gyms will be going to open for 24 hours by which every person can go when every they get time.

Task 3

Answer 3. 1) According to the chart for the customers satisfaction we know about the different things which are to be improved for the customers. Like the instructors are use very well method for the exercise by which the percentage goes to a very good level. The customer needs for the

<https://assignbuster.com/new-zealand-gym-business-analysis/>

equipments in gym is also fulfilled because there are variety of machines. A little bit of customers are not happy with the gym cleanliness and the equipments condition. The gym organisers have to open the gym for 24 hours by which the customers can come in their free time. Moreover the staff have to improve their customer service and they have to be available at every time by which the customers can have their help.

Answer 3. 2) The objective for having the survey is to have the customers views about their organisation by which they can make suitable changes in their organisation. By survey the organisation can make their future better by fulfilling the needs.

The organisation have the survey and find out the problematic areas on which they have to focus on. And they know about the present stage of their company.

Answer 3. 3) The both the charts explains the needs of the customers that why they want to join the gym and which things they want in gym. Most of the people go gym to maintain their physical fitness of the body and weight loss in good environment and with new technology equipments. A less number of peoples are going to enhance their sports performance. Some of the people just want to build their body to look good. Moreover most of the people look at the fee of the gym and some just want to have personal trainer.

Answer3. 4) The actual need that we can say it is when we need just thing which is general and the perceived need can be define as thing with something special or extra.

Physical fitness and medical reasons can be considered as actual needs while socialization is perceived.

#### Task 4

##### Answer 4. 1) executive summary

The main motive of this report is that how the whole marketing plan for Pro Fit will be generated. This report tells how the Pro Fit is running their business and it explains the needs of the customers. By that needs this also tells which things are to be changed to run this business and achieve all the goals.

Current marketing : The Pro Fit is a organization which gives training to people to be physically fit. They are having three different locations in Auckland region. The Pro Fit is not just targeting on 16 to 28 age groups, they have planned for 5 to 24 years masses and some type of special exercise and diet plan for 25 to 38 aged peoples. Moreover they have decided to give special yoga and meditation classes for old aged peoples.

They are providing the safely using equipments and makes the customers comfortable by music. And increase the socialization.

Market strategies : The Pro Fit have decided to make the promotion by various ways like by using the social media and television. They will use the radio to because people listen mostly by traveling. Moreover they will also give pamphlets in public areas.

Action program : The action programs may be like that dance classes for child. Further yoga and meditation classes also be provide to older age people. And to do all that new staff would be used which will be professionally trained. They will identify the problems and give suitable suggestions for it.

Implementation : The equipment in the gyms will be provided which will works well and they will be updated. The staff is also be well trained which will guide the customers in correct method.

Recommendation: It is very important to good customer service to the customers.

The fee or price for the gym also be affordable to everyone.

They have to open the gym 24 hours.

Hire the HR manger which will look after all the business and make the suitable changes which are needed.

Conclusion: As by this full report the Pro Fit knows there current position in market so to improve that they have to use suitable marketing strategies and plans by which they can have more and more customers. They also have to make some changes like improve the customer service to be on good place in coming years.

*advertisemnt* . (n. d.). Retrieved from <https://www.salesforce.com/au/form/semfy17/crm-marketing-demo-social-studio.jsp?d=70130000000NL28AAG&ls=PPC&lssm=Product&lss=SFDCPPC.View%20De>

<https://assignbuster.com/new-zealand-gym-business-analysis/>



*competition* . (n. d.). Retrieved from [http://gymsales.net/?gclid=CjwKEAjwltC9BRDRvMfD2N66nIISJACq8591FGGuC1cr4yXzBYtdmKk-OwE82aRUUVKqIH0thuVCqRoC1mjw\\_wcB](http://gymsales.net/?gclid=CjwKEAjwltC9BRDRvMfD2N66nIISJACq8591FGGuC1cr4yXzBYtdmKk-OwE82aRUUVKqIH0thuVCqRoC1mjw_wcB)

*insight* . (n. d.). Retrieved from insight gym service: <https://blog.gyminsight.com/1873-what-is-gym-customer-service/>

*mind tools* . (n. d.). Retrieved from tools: [https://www.mindtools.com/pages/article/newSTR\\_94.htm](https://www.mindtools.com/pages/article/newSTR_94.htm)

*small business* . (n. d.). Retrieved from <http://smallbusiness.chron.com/characteristics-market-segments-target-markets-22601.html>

*training* . (n. d.). Retrieved from <https://f45training.co.nz/become-a-franchisee/?country=NZ&source=adwords-search&network=g&device=c&keyword=%2Bgym%20%2Bbusiness&gc>

*wiki* . (n. d.). Retrieved from <https://en.wikipedia.org/wiki/Advertising>