

Catchment area analysis for 24 hour fitness in cochin

[Sport & Tourism](#), [Fitness](#)



CATCHMENT AREA ANALYSIS FOR 24 HOUR FITNESS IN COCHIN, KERALA

SYNOPSIS OF CATCHMENT AREA STUDY SL NOTABLE OF CONTENTSPAGE NO

1 Catchment area PTA, STA, TTA 2 Vyttila and vicinity 7 3 Property demand 12

4 Infrastructural growth 12 5 Findings 14 6 Strategy for 24 hour fitness 14

7 Reference 15 CATCHMENT AREA PRIMARY TRADE AREA LOCATION DRIVING

DISTANCE Elamkulam 2 mins Vyttila 2 mins TERTIARY TRADE AREA

LOCATION DRIVING DISTANCE Gigi Nagar 15 mins Panapilly Nagar 16 mins

SECONDARY TRADE AREA LOCATION DRIVING DISTANCE KSRTC BUS STAND 7

mins Kadavanthara 8 mins 24 Hour Fitness is an international fitness brand. \n

The trade area is divided as primary, secondary and tertiary on the basis of time taken by drive to reach the destination. 1-5 mins drive is considered for primary, 6-10 mins for secondary and 11-15 mins for tertiary trade area.

This is based on the fact that, time required to reach a fitness centre is highly deterministic. TRADE AREA ANALYSIS: PTA - PRIMARY TRADE AREA

STA - SECONDARY TRADE AREA TTA - TERTIARY TRADE AREA Primary

Catchment The Primary Catchment is within 0-5 minutes' drive to 24 Hour Fitness. The areas are: • Vyttila • Elamkulam

\n

Therefore the primary catchment of 24 Hour Fitness is strategically situated amidst the densely populated Vyttila and Elamkulam areas. Secondary

Catchment The Secondary Catchment is within 5-10 minutes' drive. The areas are: • Kadavanthara • Ponnuruni Therefore the secondary catchment of

24 Hour Fitness is the densely populated Kadavanthara which is a residential area. Tertiary Catchment The Tertiary Catchment is within 10-20 minutes of

drive time. The areas are: •Giri Nagar •Panampilly Nagar •Chalikkavattom
Therefore the tertiary catchment of 24 Hour Fitness is the thickly populated

\n

Giri Nagar, Panampilly Nagar and Chalikkavattom which is a core residential area. The primary, secondary and tertiary trade areas cover the important and potential residential areas of Cochin. The target consumers of 24 hour fitness can easily access the brand with this location. Road Ways The Sahodaran Ayyapan road from west to Vyttila is common for all the target consumers from Kadavanthara, Panampally, Kaloor. This is the primary roadway for 24 Hour fitness. This location completely restricts the flow of customers to the Gold Gym Vyttila, which is a competition. The Edappally Vyttila road brings in customers from north.

\n

These are the primary roadways which is accessible for the target customers. It is giving a direct competition to Gold Gym, Vyttila, which is comparatively low priced and infrastructurally poor compared to 24 Hour Fitness. Vyttila and vicinity Vyttila is an intersection as well as the name of a region in the city of Kochi, in the state of Kerala, India. It is one of the largest as well as the busiest intersections in Kerala. This node intersects the main north-south artery of the state of Kerala, namely, the National Highway 47, with three city roads of Kochi viz, the S. A.

\n

Road (east-west), the Vyttila-Petta Road, and the Thammanam Road. Vyttila hosts the Kochi Mobility Hub, which converges different ways of surface transport (namely, local as well as long distance buses, rail, Metro Rail and inland water transport) to the city onto a single node. Institutions Vyttila is home to hospitals like the Welcare Hospital and the Mother & Child Hospital. The State Bank of India, State Bank of Travancore, Punjab National Bank, Corporation Bank, Vijaya Bank, Bank of Baroda, Federal Bank, South Indian Bank all have branches in this area. Toc H Public School, St. Rita's H.

\n

S Ponnuruni, C. K. C. L. P. S are schools located in Vyttila. There are several supermarkets (prominent among them include V-Mart and the Margin Free Market chain of mini-super markets) in this area in addition to several mom & pop stores and pharmacies. Eateries like K. R Bakes, Aryaas, Best Bakers, delight Bakers and traditional 'Thattukadas' are also decent hangouts for people across age groups in the junction. Schools Vyttila hosts the following schools ? Toc H Public School ? C. K. C Girls High School, Ponnuruni ? St. Rita's Boy's High School, Ponnuruni Hospitals ? Welcare Hospital Mother & Child Hospital ? Ranjini Eye Hospital Shopping and entertainment The Kundannoor-Edapally stretch of the National Highway 47 passing through Vyttila, is home for the largest malls in the state of Kerala. The Largest shopping mall in the state - Gold Souk is located in Vyttila on NH Bypass. The mall has 4 Screen Multiplex Cinemas, Spacious Hypermarkets, Foodcourts, Restaurants and branded retail outlets. There are several supermarkets (prominent among them include V-Mart and the Margin Free

Market chain of mini-super markets) in this area in addition to several mom & pop stores and pharmacies.

\n

Eateries like K. R Bakes, Aryaas, Best Bakers, delight Bakers and traditional 'Thattukadas' are also decent hangouts for people across age groups in the junction. The Oberon Mall, one of biggest malls in Kochi with its cinemax theatres, is also situated along the way from Vyttila to Edappally. Real Estate, Builders and Apartments: •Confident Group •Mather Group •Good Day properties •Mansions •Good earth •Aurora •Siddhi •Dubex River garden •Real India •VKL group •Sri Ram Krishna Builders •Skyline Orion Villa •Santhi Shreyas •Jewel Homes •Water Lilly Premium apartments Financial Institutions Axis Bank •Icici Bank •Bank of Baroda •South Indian Bank •State Bank of India •Thammanam Service Co-operative Bank Restaurants •Pizza Hut •Hotel Aryas •Smoke House •Muruga Hotel •Qualis Hotel •Hotel Anugraha •Albarad Restaurant •Nyle Plaza •Janahridayam •Hotel Mermaid Property Demand The proposed site is between the Vyttila Junction and Elamkulam Bridge. The property cost at this site averages to 10-12 lakhs per cent. This is one of the most demanded properties in Cochin. This is because of the high residential potential and the emergence of Vyttila as the second business centre of Cochin.

\n

There has been a drastic increase in the land prices at Vyttila over years due to this factor. Infrastructural Growth With the advent of the Vyttila mobility

hub Vyttila is also expecting a major infrastructural change. The Cochin metro is proposed to be passing through Vyttila. Recent talks between policy makers indicate that the metro may have a metro stop at Vyttila. With operations of Cochin Metro service more people will have direct access to the GYM, within minutes, thus increasing the trade area of the fitness centre. This aspect is also considered while selecting the current location. FINDINGS

\n

The proposed site for 24 Hour Fitness in Cochin has advantages as well as disadvantages. Though the property costs are high, the site attracts the major target customers if located at the proposed site. The site between Elamkulam Bridge and Vyttila Junction covers major residential areas covering middle and high class men and women at Vyttila, Kaloor, Panampally Nagar, Kadavanthara etc. The site is centre to many apartments where target customers live in. The site directly gives competition to Gold Gym blocking their accessibility through the west road entering Vyttila. There have been huge developments in infrastructure.

\n

The Cochin metro can bring in customers from far city within minutes to the site as the metro passes directly over the place. Strategy for 24 Hour Fitness The International Fitness brand can definitely enter the Cochin market with their fitness message. There has been an increase in the fitness concerns with the people in Cochin. The proximity to the fitness centre is a major concern for all the members of the brand. Taking this factor into account and

to attract maximum number of target customers, 24 Hour Fitness can adopt following strategies.

- High accessibility
- Good parking facilities
- Loyaltyschemes
- Separate training hours for non-working women
- Separate Training hours for working men and women

There cannot be any spill over effect for 24 hour fitness with this site. This is because the place is void of any corporate offices from where employees may prefer to go to the fitness centre prior work. This move is based on the fact that this spill over will not account for a high attraction of customers. 24 Hour Fitness can even facilitate transport facilities to achieve high attraction. Sources and Reference

- Goole Maps
- ICICI PROPERTY REPORT
- NEWSPAPER ARTICLE – TIMES PROPERTY
- 24 HOUR FITNESS OFFICIAL WEBSITE