

# Report on marketing strategies

[Business](#), [Marketing](#)



## **Marketing Strategies**

With the production of our goods on physical health, we need an appropriate target market for our products. In order to have an appropriate market for our goods we need to research on various issues that determine the appropriate target market. First, we need to consider the number of people likely to use the equipment in a selected group of people. Secondly, we need to consider the financial ability of the selected group of people to afford our products. We also need to choose appropriate marketing strategies that will help increase the number of sales in the region. We need to get a market for our indoor training equipments in the United Kingdom. The fact that the majority of the population spend the most of their time indoors and need to keep fit is a good indicator that with the correct target market and marketing strategies we can make great sales in the united kingdom.

We need to appreciate that that majority of people in the United Kingdom appreciate the use of technology in various aspects of life. Unlike many countries where people are not exposed to the newest technology, the UK has greatly improved in technology. Majority of the population can afford and easily use android phones correctly. However, the young and middle-aged classes of people are more likely to accept the use of technology in their training compared to the older people. Due to the changing lifestyles in the UK, many people in these classes have weight problems. This has therefore increased the need for exercise in the people in these classes. A survey done in the UK shows that there is an increase in the number of people suffering heart problems because of their weight. The awareness campaign has led to the increase in the demand of exercise equipment especially among the

young and middle age people. However, a significantly huge number of people fail to join Gym sessions because of the cost and pressure they get from there they therefore prefer self-training. This group of people forms a great target market for our product. Their readiness and to adopt new technology and their need for self-training make them a perfect target market for the indoor fitness technology products.

According to a report by the world health organization the number of men, involving in physical activity in the United Kingdom is higher than that of women. This is because of the social cognitions of society in the United Kingdom. Strength and physical fitness is a sign of strength among the majority of the young men in UK. Physical activity among women has also increased in the past few years. The reason behind this increase is the increased awareness of the health risks of weight gain and the increased social stigma on overweight people. However, men involve more in outside sports compared to women. You find many men getting involved in outdoor activities like football and other games. The main reason many men involve in these activities is fun. Women on the other hand involve themselves more in indoor fitness programs. Their main reason for this is the need to keep fit, maintain their looks, and weight at manageable levels. The fact that women are more conscious of their weight and calories they provide a ready market for application checking weight and calories loss during workouts. Women are more conscious of both their diet and workout activities compared to men. When marketing the indoor exercise equipment, targeting women will increase the market. We should however not forget the men who also provide a ready market for some of these products.

The existing gyms and physical fitness institutions form another important target market. Most of the people who involve in indoor activities do it in registered gyms. These gyms not only provide the needed guidance and help in using these equipments but also give the motivation to most clients to use the equipment. The majority of the people in the United Kingdom cannot afford to buy some of these equipments alone. They therefore enroll in gyms, which provide the equipments for use by these people. Through the gyms, we can also reach to individuals who exercise and therefore we can create a market for applications and simpler equipments, which need no supervision in using.

In order to get to the specific target groups we need special marketing plans. Advertisements is one of the ways to reach the majority of the potential buyers of our various products. in order to get to these people we may target various health and lifestyle magazines and programs which reach most of the potential buyers of these products. We also need to meet with the management of various gyms the United Kingdom and offer them some of our products. These gyms also provide a perfect environment to market individual workout equipments among the users. With the correct marketing plan we can increase our profits and grow the company.

## **References**

Coffman, S. (2007). Successful programs for fitness and health clubs: 101 profitable ideas. Champaign, IL: Human Kinetics.

Townsend, N. ,. (2012). Physical activity statistics 2012 Bri. London: University of Oxford.