

Fitness and health marketing plan

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



Our Mission We improve the lives of others by creating healthy, active cultures. Our Values We practice and influence living a healthy, active lifestyle We thrive as a teamcultureWe recognize our teams for their contributions We create strong relationships with everyone we serve We demonstrate trust, respect, and integrity in all that we do We encourage ideas, creativity, and opencommunicationhttp:,'/'. NP. N. r;. N'.

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Studded. Com. Retrieved 08, 2007, from [Com/essays/La-Fitness-Marketing-Plan-Phase- lit-119375. HTML \[Fuggy. Com/ Training benefits are segmented to fighting type physical fitness business. Age range from 16 to 36 years of age. The regular life cycle off professional fighter is 20-30 years of age. The mission statement and values is focused on personnel training benefits and outfit. No mention of improvement of community or serving any other segment for this business. This is a different type of marketing and segment Argentina.\]\(http://www.</p>
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Benefit Segmentation: Usage: LoyaltyStatus: Multiple Segmentation Bases: IF Young Accumulators - Kids & Cul-De-sacs (25-44 ages) IF Sustaining Families - Big City Blues (35 and Up) Yell Midlife Success - Bribe Elites, Ill City (55 and Up) MM Conservation Classics - Gray Power (65 and Up) Nielsen PRIZE system. The colorful names help to bring the segments to life. American households based on a host of demographic factors such as age, educational level, income, occupation, familycomposition, ethnicity and housing and behavioral and lifestyle factors.