

Marketing plan master



**ASSIGN
BUSTER**

1) 2) Marketing Objectives: To increase the profits of NLBT by 20% in next 5 years. This will be done by increasing the current market share of 16% to 25% by the end of the 5th year. Similarly, policies will be adopted to completely diminishing the impact of current recession by the next year and to fight against other competitors particularly Nuttfield.

3) We will segment the market on the basis of casual gym-user s. Since, our facility is more than just a gym, we are going to serve only casual gym users rather than those who are serious body builders and require professional gym equipment. This will save our space which we can use for other activities such as swimming pools, a cafeteria etc.

4)

Price: A little higher than other gyms and in line with main competitors as we are offering other services also such as bar and cafeteria etc.

Product: Gym + 50m Swimming Pool + Cafeteria

Promotion: We can utilize the budget by send brochures to houses located in the same locality where our gym is located. As it is known that our market share is only 16% ($20,000 / 125,000 * 100$), we need to increase our market share. This can be done by communicating benefits of exercise to people.

But since we are not targeting a mass market, we need to save money and should not advertise on TV or radios, but we should advertise by dispersing brochures and through direct-mail.

Packaging: Snob-appeal of the gym should be higher than competing gyms

Positioning: We should position our gym for everyone as promulgated by the present manager. So, we should not indulge in kind of marketing activities which discriminate among different classes.

People: We have casual part-time workers because we are not a out-and-out

gym for serious body builders. We expect our customer to be occasional gym users.

Place: Our gym centre is the place where these services are going to be offered.

5) Contingency plan for the gym can involve using the large pools available for water-sports. These can be rented out clubs for holding their events at our place, if we are not able to attract enough gym users. This is not only going to provide us with additional revenue, but will help us gain popularity. This is our backup plan, if the gym plan does not work well.