

Marketing plan assignment

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Fitness4Life, Inc. , Marketing Plan I. EXECUTIVE SUMMARY Fitness4Life, Inc. , is a developing company that offers fitness facilities, trainers, and fitness wellness programs for corporations. It is in its second year of business and currently serving Houston-area businesses, helping them to become more productive, while lowering their overall costs with innovative wellness programs and strategies. Fitness4Life is providing their customers with a health care cost management program for employees that will increase employee productivity and decrease overall business costs.

Preventable illness makes up approximately 80% of the burden of illnesses and 90% of all health care costs. (Wellness Proposals, 2006) Fitness4Life believes that healthy employees are more productive than chronically ill employees, and it cost less to prevent injuries or illnesses than to treat them after they occur. At Fitness4Life we tie worker productivity directly to the health care issue. We believe that traditional approaches to the current health care crisis are misdirected.

These traditional efforts are what we call reactive, that is, they wait until after the worker has been stricken with illness or injury, and then pay for the necessary treatments. Our approach, which emphasizes prevention and good health promotion, is much more proactive. By helping employees change their behavior patterns and choose more healthy lifestyles, Fitness4Life will lower companies' health care expenditures, while raising worker productivity. In fact, research now suggests employers get an average of \$3. 48 back in reduced health care costs and \$5. 2 in lower absenteeism cost for every dollar spent on employee wellness. (Wellness Proposals, 2006) Health care expenditures will decrease due to reduced

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medical insurance premiums, reduced absenteeism, reduced turnover rates, reduced worker's compensation claims, reduced tardiness, shorter hospital stays, etc. The state of America's health care crisis, coupled with current demographic changes, threaten to not only intensify the crisis, but further erode worker productivity as well. Fitness4Life will design customized solutions for each company as well as each employee within the company.

Fitness4Life will provide their product and service in a way that is convenient for the company and the employee because we believe if it isn't convenient our customers will not get the results they need. These environmental factors coupled with the local competitive situation signal a favorable opportunity in this market. We feel the time is right for Fitness4Life. II.

ENVIRONMENTAL ANALYSIS Originally founded as a fitness center, Fitness4Life, Inc. , is now reaching out to help businesses create fitness wellness programs and internal fitness facilities that will provide opportunities for their employees to live a healthier lifestyle.

The payoff for businesses is that healthier employees will result in increased productivity and a healthier working environment. Fitness4Life was founded in 2006, when Kimberly Landry developed the company and through her full-time commitment, turned it into a very successful operation. Currently Fitness4Life facilities are located in the Houston, TX area and they will be looking to offer their corporate fitness wellness programs in a 50 mile vicinity around Houston. In the near future, Kimberly Landry will look at expanding Fitness4Life into other areas of the country to expand its already fast growing business.

A. THE MARKETING ENVIRONMENT 1. Competitive Forces. The competition in the fitness industry is very strong on local and regional basis, but somewhat weak nationally. Sales figures for the industry as a whole were difficult to obtain since very little business is conducted on a national scale. Fitness4Life is entering their second year of business. The business model has been well received and marketing is especially important to maintain growth and market penetration.

In addition to offering fitness facilities for Houston corporations, Fitness4Life's main activity is the creation and implementation of corporate wellness programs. The basic market need is a convenient fitness programs and outlets for corporations to help reduce corporate costs and increase employee efficiency. These needs can be achieved through commitment to long-term wellness programs. As fitness programs for businesses become more popular, additional competition is expected to enter the market, especially by popular big named facilities. 2.

Economic Forces. Nationwide, many companies are willing to invest in their employees if the payback will benefit the company. Investing in corporate wellness programs is a win-win situation for companies and their employees individual health because good health is good for business with lower healthcare costs and turnover rates, improved productivity, better morale, fewer medical claims, and reduced absenteeism. For the companies they will have decreased expenses on insurance and compensation costs, and at the same time reaps the reward of healthier employees.

With the rising costs of gym memberships and healthy alternatives, Fitness4Life will offer affordable programs that corporation and individuals would want to invest in. This trend to invest in healthier alternatives is expected to continue to grow even in a slow-growth economy as more companies focus on the value they receive from the corporate fitness programs and the value that their employees take away from the investment.

3. Political Forces. There are no expected political influences or events that could affect the operations of Fitness4Life. . Legal and regulatory forces. In recent years, more attention has been paid to securing personal information. The internet and systems have allowed people's personal information to be easily available. Because Fitness4Life will be working with large corporation and their employees it is important that they support the National Privacy Principles for the Fair Handling of Personal Information. (National Privacy Principles, 1988) It is also important that they have the facilities and software to ensure all information on their clients is secured.

In the future there may be more legislation on the safeguarding of personal information and potential inspections to ensure proper procedures are emplace. (Cheung, 2008)

5. Technological Forces. A major emerging technological trend involves interactive websites that allow consumers to access more information through membership. Online databases allow corporations to check on the status of their corporate wellness programs. It also allows the corporation to see the improvements by comparing work performance to their current health performance.

This program will encourage corporations to stick with the program and it was also encourage their employees to continue on a healthy lifestyle. The <https://assignbuster.com/marketing-plan-assignment-essay-samples-12/>

member only website will also allow individual employees to keep track of their personal performance and also there will be built in programs to act as tools for employees to adhere to the program. The online website and database will act as a catalyst to spur even faster and larger development for Fitness4Life, and because technology is always changing it will also allow new innovations and tools to be easily accessed by everyone. . Sociocultural Forces. In today's society, employees are under more stress and are working longer hours. Less time is focused on fitness and living healthy lifestyles. With the rising cost of health insurance and increased cases of work related health illnesses, it is important that employers look into fitness wellness program that can be incorporated into the daily work schedule. The hallmarks of today's successful services are convenience and ease of use. In short, if the service does not save time and is not easy to use, consumers will simply ignore it.

Fitness wellness programs fit this consumer need quite well. Fitness wellness programs are perfect for today's society when more attention is focused on a living a healthier lifestyle and decreasing annual doctor visits. B. TARGET MARKET (S). Fitness4Life possesses good information about the market and knows a great deal about the common attributes of the prized, loyal and satisfied customers. This information will be leveraged to better understand who is served, their specific needs, and how Fitness4Life can better communicate with them.

By focusing on commitment to service and quality, Fitness4Life has effectively implemented a successful differentiation strategy. Fitness4Life has been able to diversify itself from big brand name fitness facilities by <https://assignbuster.com/marketing-plan-assignment-essay-samples-12/>

branching out and offering corporate wellness programs. This differentiation strategy helps set Fitness4Life apart from its competitors by focusing on both organizational and personal health & fitness needs. Even though this program is only in its second year of development, Fitness4Life has already seen the increased returns.

Fitness4Life's target market consists of both big and small corporations and individuals looking to live a healthier lifestyle. The market for Fitness4Life is not particularly segmented, as the main potential customers includes all downtown businesses that offer their employees some type of medical benefits and are experiencing escalating health care costs, and wish to more effectively manage those costs. Fitness4Life caters its services for individual organizations by conducting internal studies to design programs that best fit the intended corporation.

Fitness4Life works with senior management to develop mission statements and provide incentive plans, and also with employees to design personalized health and fitness programs. Its most profitable product is the tailored corporate fitness programs, which can be tailored to meet client's needs by means of personal programs, meal plans and wellness tips. Clients use this program as well as Fitness4Life's interactive website as a promotional tool, providing software to their customers as an advertising premium. The fitness program is not produced for resale.

Fitness4Life started out as a normal fitness facility, however due to the proliferation of work related illnesses, and the growth in fitness related products, the corporate fitness wellness program soon became more

profitable for Fitness4Life than its individual fitness clubs. This led to the marketing of corporate fitness wellness programs in order to help employers invest in their employees. Fitness4Life is developing strong relationships with its corporate clients and its committed staff will continue to focus on further development and marketing of the corporate fitness wellness program.

C. CURRENT MARKETING OBJECTIVES AND PERFORMANCE Fitness4Life's first task is to convince senior executives of the benefits and needs of fitness wellness programs. This will be accomplished by our sales teams aggressively pursuing interaction and relationships with business professionals who would profit from using this service. Fitness4Life's sales teams seek out potential clients using analysis tools that show corporations what their company's health outlook is currently at and how their program can help increase the company's health and work productivity.

The sales team further goes to show the corporation different ways they can tailor their corporate fitness wellness program to meet the needs of the corporation in their intended budget. The corporation will get to play an active role in making the decisions on where they want their specific program to go. Once the contract has been finalized, Fitness4Life will do an internal study of the organization to determine what products and services will best meet the need of the organizations and its employees.

They will design alternative plans to present to the company's management, and once management make the decision Fitness4Life will begin to make the contracts to and plan to tailor fit the organization.

Depending on the plan the corporation chooses, the time to complete the

service can range from a month to 6 months. Sometimes larger corporations go all out and want to build a Fitness4Life gym facility within its business, other times they just look into purchasing discounted membership fees or pay the membership fees for their employees to any Fitness4Life fitness facility.

Fitness4Life will also build the corporations webpage on its internet site to allow management to track their employees progress, and also allow employees to track their own program. After the programs are up and running, Fitness4Life will do a three month review in which they will go in asses how effect the fitness wellness program is and make the necessary changes or offer new services to the corporation. Fitness4Life will have a program manager at each one of its clients business to ensure the proper care is given to each tailored program.

Fitness4Life will continue targeting small- to medium-sized businesses in the downtown Houston area, and look into expanding regionally in the upcoming years based on the success of the corporate fitness wellness program. Once a strong image is established, Fitness4Life will use similar strategies to market its services to larger corporations in other cities across the United States in order to expand. The current total targeted population is 16, 000 employees. Fitness4Life is currently operating with a small amount of debt due to the mortgage on its facilities, the expenses accrued from start up and also on the expenses of gym equipment.

However, about 85% of its accounts receivables are billed quarterly, so this steady revenue will prevent accumulating debt and cover expansion costs.

The need for cash to fund operations in the meantime requires the company to borrow small amounts of money to cover unexpected expenses.

Fitness4Life's marketing objectives include increases in both revenues and profits of approximately 15% over the previous year. Revenues should exceed \$3 million, and profits expected to reach \$1 million. III. SWOT ANALYSIS A. Strengths 1.

Fitness4Life is focused on providing a different approach by providing tailored plans to fit the specific needs of each client and its employees. This strategy is the result of a strong commitment to quality and customization to services to attracting and maintaining customers. 2. Fitness4Life prides itself on developing well-researched, detailed health wellness program that have long-term in focus. They specialize in analyzing client's employees in order to develop programs oriented to meet corporate needs and goals for their employees. 3.

A key to Fitness4Life's success is their experience and intensively trained staff. Fitness4Life sends there staff to a 12 week course to better prepare them to using company tools and developing and maintaining programs for each client. The staff of Fitness4Life is committed and focused to help their clients adhere to the fitness wellness programs. 4. The positive feedback and increased clientele suggest a satisfied customer base, as well as positive word-of-mouth communication, which are helping to generate new business. 5. Fitness4Life is a health service that helps businesses and individual workers attain good health.

Personal gains, such as improved self-esteem and self-motivation, combined with measurable benefits will create tremendous advantages for both the employer and the employee. B. Weaknesses 1. Developing individual customized personal services also has a high price tag, which in the start up phase makes for high costs. 2. Fitness4Life's current headquarters is crowded, and there is little room for additional employees and growth. 3. Even though word of mouth is helping to bring in new business, the cost of attracting a large corporate client is increasing.

This cost will continue to grow as more competitors enter the market. 4. With the demand for increase business means the need for the continued growth of Fitness4Life staff. This provides a difficult balance in ensuring all employees are properly trained and knowledgeable of the fitness service before they go out and facilitate business contracts. 5. The fact that Fitness4Life is only in its second year of operations may hurt the company because of that fact it has not developed a strong reputation, and is still in the start up phase of its business.

C. Opportunities 1. Fitness4Life is reaching out to a new market to help large corporations increase employee work productively through an alternative approach. Participation in this new and growing market should provide a big opportunity for Fitness4Life. 2. The large increase in clients in the Houston area will continue to increase clientele for Fitness4Life. 3. The ability to leverage future quantitative analysis that supports the contention that long-term wellness programs have a significant, positive impact on a company's bottom line.

Once Fitness4Life is able to bring in data and show the significance of the program with time, more opportunities will arise for the company. 4. Healthy lifestyles will continue to be a top priority for most American citizens and the ability for a workplace to foster a relationship with its employees and facilitate means to live a healthier lifestyle will only attract new clients. 5. Increased advertising through the media and web will be crucial for Fitness4Life's potential for growth. D. Threats 1.

An economic downturn could greatly affect business for Fitness4Life. 2. Once larger more know competitors hear about Fitness4Life's service they will enter the market and create stronger competition. 3. Fitness4Life is geared to help corporations develop fitness wellness programs, however if employees are already taking responsibility for their health maintenance this good deter Fitness4Life's service. 4. Forecasted risks and threats include problems developing a sufficiently large client base, and significant economic downturns.

Long-term risks include that the business can no longer support itself, or having to liquidate equipment to cover liabilities. E. Matching Strengths to Opportunities/Converting Weaknesses and Threats 1. The acceptance of healthy lifestyles and the desire to improve wellness creates a potential need for corporate fitness wellness programs. 2. Fitness4Life has opportunity for business growth, however is challenged to grow because of resource constraints in its start up phase. 3. Fitness4Life should look at different ways to differentiate its advertising to attract more customers. . Fitness4Life should look at developing new services and products to diversify itself and enter new markets. 5. Fitness4Life should continue to analyze the progress <https://assignbuster.com/marketing-plan-assignment-essay-samples-12/>

of its company and plans by showing supportive data from its current client profiles. IV. MARKETING OBJECTIVES The single objective is to position Fitness4Life as the most proficient fitness wellness program provider in the Houston area. The marketing strategy will seek to develop customer awareness regarding the services offered, develop the customer base, and work toward building customer loyalty.

Marketing objectives include generating a 15% yearly increase in sales, increase market penetration every quarter, and continue to cultivate Fitness4Life's image as the premier long-term fitness wellness program provider. Fitness4Life will also look at developing its clientele by 10% yearly, and ensuring that current client's needs are being met through annual surveys. To accomplish its marketing objectives, Fitness4Life needs to develop benchmarks to measure progress, just as it sets benchmarks for its clients to measure their progress with their programs.

Quarterly reviews of these objectives will provide feedback and possible corrective actions on a timely basis. The most important marketing objective is to understand what clients want and the quickest, cost efficient way of giving them that customized service. With the current success of Fitness4Life's services, they can continue to expand on their product and services to attract new clients. With the customization of programs, Fitness4Life can look at similarities and difference amongst their clients programs to assess what services are more popular than others and what new innovations can be introduced.

These benchmarks should be determined by Fitness4Life's marketing research. Advertising needs to continue to be a high priority for Fitness4Life. Increased advertising needs to be communicated through various channels. The first methods will be the production and disbursement of printed materials. The printed materials will describe all of the services offered and will give prospective customers some insight into Fitness4Life's past successes. Fitness4Life needs to continue to develop its online site and tools offered to its clients and their employees.

Fitness4Life needs to continue to improve current services and looking at inventing new services and products to keep ahead of its competitors. This can be completed through simple research and keeping up with the latest fitness trends and technology. Fitness4Life needs to stay ahead of the game by ensuring it is conducting business with the most current information, products and services.

V. MARKETING STRATEGIES A. Target Market(s)

Target Market 1: Large, well-known corporations that headquarters are in Houston and are in the Fortune 500 list. (Fortune 500, 2007)

Example: A corporation, like Continental Airlines, who have large annual revenues and a large employee base, will be a great asset to Fitness4Life. Large well-known corporation who have offices throughout the United States will increase word of mouth advertising. Developing fitness wellness programs for big names clients will attract new customers and also increase Fitness4Life's reputation. Target Market 2: Corporations that have a reputation of having a negative influence on healthy lifestyles, such as fast food chains and high pollutant companies.

Example: A company, like McDonalds, who have chains across the United States and will suffer if American's decided to replace their fatty foods for alternate healthier selections. If companies, like McDonalds, would use Fitness4Life they can turn around their reputation for negatively influencing a healthy lifestyle. Instead Fitness4Life will let McDonalds portray a commitment to living a healthier lifestyles and encouraging their employees to do the same. This increases positive advertising for them and Fitness4Life.

Target Market 3: Service oriented businesses such as health care, banks and city jobs (firefighters, police, i. .) that have a large customer base and a stressful working environment. Example: Service markets such as hospitals are always under constant stress and a high up-tempo. Fitness4Life is looking at these types of businesses to help develop a healthier employee base that can handle all aspects of a busy job. The fitness wellness program is specifically geared to these occupations in order to help minimize stress level and teach corporations and employees how to introduce healthy living into a hectic work schedule.

B. MARKETING MIX 1. Products.

Fitness4Life not only offers customized corporation fitness wellness programs, but also has a number of fitness facilities across the greater Houston area. Fitness4Life offers a number of different services and classes within its fitness wellness programs and facilities, such as aerobics classes, cooking classes designed to teach people healthy cooking tips, stress management activities, and a number of various health related products. Companies can modify their program how they see fit. Also, a major product advantage of Fitness4Life is that all of its products and services are on its online website.

The on-line website also includes an internal database for its members and clients to assess their specific programs. Fitness4Life's distinguishing characteristics is its commitment and loyalty to its customers. It is set to meet the needs of all of its customers while building its customer base. Fitness4Life has the competitive advantage over its customers because of its customized fitness wellness programs and the wide array of services it offers. 2. Price. Prices for using Fitness4Life services are comparable to those of higher-end fitness centers.

An employee choosing to utilize a Fitness4Life Facility will pay an average of \$50 monthly fee, depending on how much their employer contributes. For each employee enrolled in the general wellness program, regardless of whether or not they use the fitness facility, the employer will pay an average \$200 annually per employee. The prices reflect an average client of Fitness4Life, costs of customized programs all depend on what the client's management decides is the best program for their business. A typical individual monthly membership with corporate affiliation is \$175 monthly. 3. Distribution.

Distribution will depend on the specific needs of the clients and what programs they want at their business. Otherwise Fitness4Life's individual facilities cater to all the needs of its consumers at its facility. If there is a need for shipping equipment or other product this is done via U. S. Postal Service, FedEx, or another courier service. 4. Promotion. Fitness4Life will use various channels to promote its service and products to include media, Internet, printed publications, and bi-annual promotional sales. New products

offered will always be discounted in the beginning in order to attract consumers. VI.

MARKETING IMPLEMENTATION A. MARKETING ORGANIZATION Because Fitness4Life's service and products are tailored for customized needs of its clients, it is necessary to organize the marketing functions by similar fitness wellness programs and client profiles. This will allow Fitness4Life to offer programs to new clients by showcasing customer satisfaction of similar companies with success of their programs. Fitness4Life will organize its marketing efforts by the following target markets: large corporations, small corporations, and service corporations. Fitness4Life will rely on presentations to company's HR departments.

These presentations will allow Fitness4Life to personally address any concerns that companies have and indicate how a fitness wellness program can help service their needs. Each client and potential client will be assigned a sales manager who will work under the marketing director based on their target market. Each sales manager will be responsible for marketing customized fitness wellness programs within their customer segment. In addition each sales manager will be able to frame a customized plan, but will then need to present alternate plans to the marketing director for final approval.

After the marketing director grants final approval to the alternate plans, the sales manager will present the plans to his client for their input. Fitness4Life will operate with a centralized management hierarchy to ensure all employees are following protocol and clients are receiving optimal service

and customized fitness wellness plans. Fitness4Life's marketing organization will allow for control of programs, but at the same time allows sales managers opportunities to be creative in meeting client's needs.

The marketing organization will allow for clients to feel that they are being treated with the highest service and that their plan is a one of the kind and will assist them in accomplishing their goals. Fitness4Life will continue with this marketing organization as long as the business remains successful. B.

ACTIVITIES, RESPONSIBILITY, AND TIMETABLES FOR COMPLETION

All implementation activities are to begin at the start of the next fiscal year on January 1. Unless specified, all activities are the responsibility of Fitness4Life's president, Kimberly Landry. On January 1, create nine sales manager positions, three sub-sales manager positions, and a marketing director position. The marketing director will serve as the project leader for all new clients and potential clients. He will also serve as the leader for the market research team. Each sub-sales manager will be in charge of each customer segment and will have three sales managers bellow them. All sales positions will be on the market research team. ??? By February 1, conduct a company sensing session to understand what demands and what changes need to be fixed.

The sensing session will include a survey to get input from Fitness4Life employees on what changes need to be made in regards to training and facilities, and also what services and products need to be discontinued. This sensing session will also be a benchmark on how well Fitness4Life is meeting the needs of their employees. ??? By March 1, develop a division for customer relations to include a customer relation director and three
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members to the customer relations teams. The division will design annual surveys for clients, gather data, analyze data, and present findings to the senior management of Fitness4Life.

They will also present new services and products that clients would be interested in acquiring. ??? By March 30, the customer relations division will distribute the customer satisfaction survey to all clients via electronic methods. ??? By May 1, the customer relations division will present findings of survey results to senior management and board of directors of Fitness4Life. ??? By June 1, members of the research team will present changes and new technology related to fitness, health, and corporate fitness wellness programs.

With the new changes, the research team will also provide evidence on new marketing trends and opportunities to take advantage of. ??? By July 1, finalize the list of new product and services that Fitness4Life will offer in the next fiscal year and what promotions will it run. ??? By September 1, implement new product and service offering, advertising to current customers and potential clients. The marketing and sales division is responsible. ??? Reestablish the objectives of both the customer satisfaction division and marketing and sales diving for the next fiscal year.

The marketing director is responsible. VII. EVALUATION AND CONTROL A. PERFORMANCE STANDARDS AND FINANCIAL CONTROLS A comparison of the financial expenditures with the pan goals will be included in the project report. The following performance standards and financial controls are suggested: ??? Each sales and marketing team are responsible for reporting

all financial expenditures, to include salaries and direct expenses. A standardized reporting form will be developed and provided by the marketing director. The budget for new product research and customer survey will be equal to 40 percent of the annual promotional budget for the upcoming year. ??? The breakdown of the budget will include 60 percent allocation to new business development, new product implementation, and promotional activities. An allocation of 20 percent will be giving to the customer service division, and the remaining 20 percent will be allocated to online marketing development. ??? The marketing director is responsible to adhering to the budget and reporting to the company president weekly on the current and projected status of adhering to the budget.

The marketing director is responsible and the improving authority for any redirecting of budget dollars for projects. ??? New products and services will be analyzed on a quarterly basis to determine their profitability and projected success. Product and service development expenses will be distributed over a five-year period, and will be compared annually to generate income to see the actual profitability. B. MONITORING

PROCEDURES In order to determine the effectiveness of Fitness4Life's marketing plan, it is necessary to compare its actual performance with its planned benchmarks.

To facilitate this evaluation, monitoring procedures will be developed for various tasks that were implemented in carrying out the marketing plan. The procedures include and are not limited to the following stated bellow: ???

The product and service research team will be responsible for presenting new opportunities and trends that Fitness4Life should take advantage of.

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They will present their findings on a quarterly basis and provide recommendations on how changes would impact current operations. A comparison of financial expenditures in regards to marketing and research will be compared to revenue and customer satisfaction on a quarterly basis. All financial data will be presented by the accounting division. The marketing director will discuss issues with the current budget and suggesting for necessary changes to improve the budget to meet set objectives and goals. ??? A comparison of fiscal goals set by the management team to accomplished goals will be conducted on a quarterly basis to ensure proper procedure are emplace to accomplish yearly tasks. A yearly review will be conducted to assess the effectiveness of the budget and yearly goals by each division. This will ensure all time requirements, budgets, employee needs, and work allowed all divisions to accomplish their tasks, and if not changes to correct deficiencies. ??? In order to gauge performance Fitness4Life will monitor revenue and expenses both monthly and annual, customer satisfaction, and wellness program effectiveness within each company. BIBLIOGRAPHY Cheung, M. (2008, April 27). Identity Theft Goes Corporate.

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