

Fitness Club

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Student Declaration

This is to declare that this report has been written by us. No part of the report is copied from other sources.

We aver that if any part of the report is found to be copied, we will take full responsibility for it.

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BONAFIDE CERTIFICATE

Certified that this project
Report ' FITNESS CLUB ' is
the bonafide work of
" Anket Tiwari , Abhinav
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the project work under
my supervision.

Miss Manu Bali

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Background & objectives of the project assigned

Introduction

Physical fitness refers to one's overall measure of physical, bodily health; it is typically made up of things such as cardiovascular endurance & body composition, as well as overall muscular strength & stamina.

Just because you are active doesn't mean you are fit. People who appear skinny aren't enough necessarily healthy either. Physically fit is the ability to function effectively throughout your workday, perform your usual other activities and still have enough left over to handle any extra stresses.

Overall physical fitness is consist of five different elements.

1. Cardiorespiratory endurance - the efficiency with which the body delivers oxygen & nutrients needed for muscular activity & transport waste products from the cells.
2. Muscular strength - The greatest amount of force a muscle or muscle group can exert in a single effort.
3. Muscular endurance - the ability of a muscles or muscle group to perform repeated movements with a sub-maximal force for extended periods of time.
4. Flexibility - The ability to move the joints.

The deal with the exercises

1. Regularity = Working out once a week is not going to cut it folks. Exercising often in several of the fitness components each week is best.
2. Progression = The intensity & / or duration of exercise must gradually increase to improve the level of fitness.
3. Balance = To be effective, a program should include activities that address all the fitness components since overemphasizing any one of them may hurt the others.
4. Variety = Mix things up. Providing a variety of activities reduces boredom.

Motivations

Health clubs, also called fitness or gyms, offer various services to help members meet their fitness goals.

Increasing your physical activity helps prevent cardiovascular disease & type 2 diabetes, among other common health hazards.

Health clubs are an effective way to add variety to your routine.

Health clubs are an effective way to add variety.

Some ways to keep your fitness members motivated

1. Learn clients' name quickly & use them...
2. Plan themed classes...

Outcomes of the Project-

Objectives

Most health clubs employ personal trainers. Keep in mind that they charge by the hour, and that is this cost is separate from your basic health club membership fees. Some health clubs give you a join-in. Personal trainers help safely take your workouts to the next level.

At the same time, you will work harder than ever before. A trainer immediately upon joining a health club, but only if you feel you need to increase the intensity of your workouts under professional guidance.

Technologies used in fitness club

Technology has brought about a paradigm shift the way we carry out our daily chores with all our needs, from ordering meals to finding malls or hailing a cab has become a touch away. Convenience & comfort have brought with their health issues & a lifestyle intrinsic to such sedentary existence.

Consequently, technological advancements of the next generations are focusing on encouraging a healthy, physical-activity oriented fitness effort, seamlessly integrated with living in the digital age.

In India, the total retail market for fitness as a category is valued at \$579 crore with annual growth of 14-18%. It is estimated to cross 7000 crore by end of the year 2017. With the simultaneous rise of disposable per capita income & lifestyle related health issues, fitness centres are burgeoning. With rapid changes in consumer behaviour it had become imperative for the fitness industry to take organize, & incorporate advanced technology, in enhancing user experience & ease of operations. New solutions are emerging every day & it is transforming the way business models in the fitness industry are managed in the digital era.

Swot Analysis Used in the project.

Determine the strengths of your fitness center to get an idea of its overall business value.

Identify the features that will give you an edge over competitors in the area, such as newer facilities & exercise equipments, a celebrity trainer or unique classes that are not offered at other fitness centres. Include the strengths of your staffs in terms of up-to-date certifications high class participations.

List factors that will help support the centre, such as dedicated

investors, strong management & the strength of the marketing program.

Assess the weakness that take away from the value you provide to your customers. Note holes in your management or exercise staff, particularly when compared to other fitness centres in the area.

Mention problems with equipment, lack of funding for improvements & even simple things such as a limited amount of parking during busy hrs. at the gym.

Other possibilities include an inconvenient location, no personal trainers, ill-equipped locker rooms & clients complaints.

Identify the market opportunities for your fitness center. Examine the needs of your local customer

Examine the needs of your local customer base that you might be able to fill, the including requests for a few type of gym. Look for ways you can create opportunity, such as a positive perception of your services. Take into account things that can create opportunity an increase in health-conscious consumers, an increase in consumer incomes & holes in your competitors' fitness offerings.

Conclusion of the project.

From tracking your eating habits & how much activity you partake in you can get an idea of how active you are & if you are eating healthy. When comparing the 2 week period hopefully you were able to see some improvements from the first week period hopefully you can see how it is important to involve physical activity into our daily life & that we need to make the time for it. You should be at least getting 1 hour a day of activity. Our class only meets two to three times a week for 40 min. This is not enough time, so you must do physical activity.