



PRESENTING...

GYM MEMBERSHIP



Our Team



Muhammad Al Khwarizmi bin
Khairizal Zaimi P.Geol.



Front-End



Imran Mubarak bin Zainal Abidin

MUHAMMAD ANIQ AMSYAR BIN
MUHAMMAD A'FIF

Back-End

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PROJECT PURPOSE



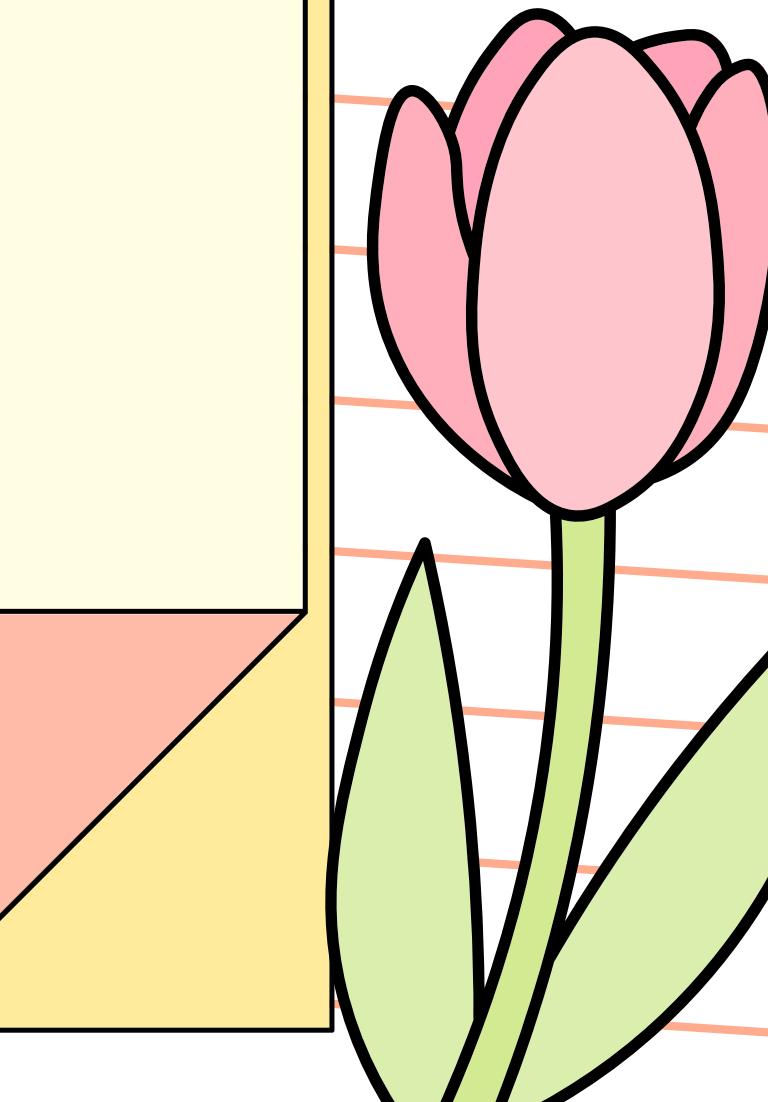
- To make gym membership management simpler, faster, and more convenient
- To help gyms reduce manual paperwork & phone bookings
- To give members control over their fitness journey anytime
- To adapt to the digital transformation in the fitness industry

ADVANTAGES

- 24/7 access to membership services anywhere, anytime
- Class & trainer booking without phone calls or walk in.
- Personalized workout and nutrition plans.
- Digital attendance tracking (QR code / app)
- Easy online payment & renewal.

DISADVANTAGES

- Requires stable internet connection
- Some customers prefer face-to-face registration
- May need regular tech maintenance & updates
- Potential data security concerns if not managed properly
- Initial setup cost for development & hosting



TARGET CUSTOMERS

Busy professionals who prefer online convenience

Students and young adults into fitness technology

Trainers and gym owners wanting to manage members digitally

Regular gym-goers looking for quick booking & payments

OUR INSPIRATION

EXISTING PLATFORMS LIKE
MINDBODY, CLASSPASS, AND
FITTERNITY

INCREASING DEMAND FOR
CONTACTLESS SERVICES POST-
PANDEMIC

GROWTH IN FITNESS
APPS AND DIGITAL
HEALTH PLATFORMS

THE SHIFT TOWARDS
PERSONALIZED, ON-DEMAND
FITNESS



THANK YOU

PREPARED BY: RIZMI