1. What levels of customer service are to be provided?
2. After sales and Support
3. Call Centre Support
4. Electronic Client Service
5. One-on-one Personal Service
6. Sales Assistance for Problems or Queries Only
7. How will this service be distributed?
8. 3 centres in Australia
9. Retail section
10. Regularly scheduled aerobic classes ranging from high intensity to low intensity
11. Circuit classes
12. Very low intensity classes
13. Special classes for senior students
14. How will this service be priced to the employer?

: Funding is primarily from memberships. Memberships are sold on one, three, six and twelve monthly basis on a decreasing fee scale. Casual members are welcome, but the daily rate is a premium one. $500 for 3 months, $1,000 for a full year

1. Will additional products or services be offered?

: Yes, they have New product or Service Development Strategy.

1. How will the service be promoted?
2. $500 for 3 months offer
3. $1,000 for a full year membership
4. Refer a friend and get a free pair of Nikes