**Personal Trainer SWOT Analysis**

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| Strengths   * Base amenities include the same exercise equipment & a pool at every location. Unified options ensure customer satisfaction, accurate risk analysis, & simpler budgeting. * Additional amenities attract customers & help them choose Personal Trainer over competitors. * 12 Locations provide a solid foundation to build upon & offer customers travel options, assuming customers can use their membership at other locations. | Weaknesses   * Competition often offers 24/7 Web Access. * One standard membership could mean missed opportunities. * Traveling patrons may be dissatisfied with the lack of amenities at other locations. * If the features of all locations are not unified then it increases advertising costs as they will need to be unique for each center. |
| Opportunities   * Childcare at more locations & a child-fitness program can attract a new target audience. * Web Access can keep patrons more engaged & bring new customers. * Additional membership choices give customers the ability to choose what works best for their preferences, increasing customer satisfaction as well as potential income. | Threats   * Offering guest internet access comes with costs & cybersecurity risks * Other fitness centers strive to have unified gyms where participants can access any amenity at every location. * Incorporating additional costs into the standard membership may cause legacy members to miss out, which can lead to customer dissatisfaction. |

**2. Does the proposed system present a strong business case? Why or why not?**

The proposed system does not present a strong business case. With 12 locations and room to expand, it’s a strategic time to build a supercenter as the model fitness center and plan out the layout of existing as well as future locations. However, we don’t yet know what the return investment will be, the risks of starting the project or not starting it.

The plan to build the supercenter to expand and deliver a model business and unify future centers sounds good, but it needs to have a better strategy before diving into productions. Alternatives include putting resources into the current locations or building a smaller location.

**3. What fact-finding techniques should Susan and Gray consider during the preliminary investigation? Also develop a list of questions they should include in an employee survey.**

Susan and Gray should gather data on costs, profit/loss, project time, and usability. They should use fact-finding techniques such as conducting interviews with employees, investigating and reviewing/fact-checking current documentation, observing daily work operations, conducting user surveys, and lastly analyzing this data to see if there is enough solid and accurate information to use as a business case. If not, they should repeat the steps or put the project on hold.

Employee survey questions can include:

* Do you think customers will benefit from more amenities at your location?
* What amenities do you think customers use most often? (Lists all applicable amenities)
* What are the main concerns you have with your facility?
* What are the main questions or concerns that customers address to you?

**4. For each type of feasibility, suggest two questions that will help Susan reach a**

**determination.**

Operational

* What are the main expectations your customers have?
* What concerns do you hear from employees and customers at the majority of locations?

Technical

* Is there currently Wi-Fi setup at all locations for employee use, or is there no internet connection at your locations?
* What are the expected costs for implementing Internet service, snack bars, and other amenities at future locations? Current locations?

Economic

* What budget are we working within?
* If income from the other locations were to slow or drop during the production of this project, would the company still be able to cover the costs?

Schedule

* If there are investors, are they aware of the time and expected completion date of this project? Have they agreed to those terms?
* Is the time it will take to finish this project cost-effective and short enough that customers can be expected to maintain interest?