

# **Elite Fitness Club – Complete Business Handbook**

Welcome to Elite Fitness Club. This handbook contains detailed information about our operations, policies, services, compliance standards, and customer engagement model. This document is intended for internal staff training and customer transparency.



# 1. Vision & Mission

Our mission is to empower individuals to lead healthier lives through structured fitness programs, certified trainers, and a safe environment. Our vision is to become the most trusted fitness brand in the region by prioritizing customer satisfaction and measurable transformation outcomes.



## **2. Operating Hours & Branch Information**

Operating Hours: 6:00 AM – 10:00 PM (All Days). Customer Support Hours: 9:00 AM – 6:00 PM.  
Emergency Contact: Available during operating hours. We maintain biometric access control and CCTV surveillance across all areas.



### 3. Membership Plans & Pricing

Monthly Membership: ■2000 6-Month Plan: ■10,500 Annual Plan: ■19,000 Corporate Plan:  
Custom pricing for organizations with 10+ employees. Membership freeze is allowed only for  
medical emergencies with valid documentation. Refunds are not permitted after activation.



## **4. Services Offered**

Personal Training (Certified Trainers) Yoga & Meditation HIIT & CrossFit Zumba & Group Classes  
Strength & Conditioning Cardio Equipment Diet Planning & Nutrition Counseling Quarterly  
Transformation Challenges



## **5. Payment & Billing Policy**

Accepted Methods: UPI, Credit Card, Debit Card, Net Banking. Late Payment Policy: Grace period of 7 days. Beyond 7 days, membership may be temporarily suspended. All invoices are digitally generated and sent via email.



## **6. Safety & Hygiene Standards**

All equipment is sanitized daily. Weekly deep cleaning schedule. Trainers are certified in CPR & first aid. Members must wear appropriate workout attire. Unauthorized photography is prohibited.



## **7. Customer Conduct & Code of Ethics**

Members must respect staff and fellow members. Misuse of equipment may lead to suspension. Harassment of any kind is strictly prohibited. Members must carry ID cards during workouts.



## **8. Cancellation & Dispute Policy**

Cancellation requires 30 days written notice. No partial refunds are issued. Disputes must be escalated to management via official email. All disputes are resolved within 7 business days.



## 9. Data Privacy & Security

Customer data is stored securely. We do not share personal information with third parties. All payment processing complies with security standards. Conversation logs for AI support are stored for service improvement.



## **10. AI Support & Automation System**

Elite Fitness uses an AI-powered support assistant to answer frequently asked questions. The system retrieves answers from official policy documents and provides contextual responses. If information is unavailable, the assistant responds accordingly. Call and WhatsApp automation features are under deployment.