

Canvas #1

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Strategic objectives of Gym Sports

"In 5 years time, we must be the leader of *premium fitness centers in France*

"By providing *personalized fitness services* to *clients seeking a qualitative, exclusive service*.

Which translates into these 3 strategic objectives:

#1 *Transform our offer so that customers can get a truly personalized experience*

#2 *Adapt our offer so that the premium experience can be achieved at a lower cost of delivery*

#3 *Structure the offer to address small scale, high return demand segments*



Or, in your own words:

Premium customers for fitness expect a personalized service. Fitness centers cater for this need by offering dedicated coaches which come at a high costs of delivery and low level of precision.

Gym Sports can become the leader of premium fitness centers by developing an offer

and a brand identity centered on truly personalized services, enabled by data tracking and machine learning.