**Bis 403**

**Applied System Design**

**Peirce College**

**Professor: Robert Heubner**

**Teammates: Jilalo Sherif and Morrese Morrison**

**Case Study: Personal Trainer**

**Date: 1/15/2023**

**Note: Tasks 1&2 are completed by teammate: Jilalo Sherif**

**Tasks 3&4 are completed by teammate: Morrese Morrison**

**Tasks:**

1. Use the background information to create a business profile for Personal Trainer. Be sure to indicate areas where more information will be needed.

**The Personal Trainer**

**Mission:**

To promote healthy lifestyle, longevity and boost quality of life through regular, consistent exercise and nutrition. Technology-aided fitness goals for a healthy life for all through innovation, expertise, and personal care. Achieve your fitness needs with us.

**Vision:**

Personal Trainer’s vision is to empower our members to transform their lives through fitness, enhancing their strength, healthy living, wellness, and personal growth through a variety of programs at all our locations.

**Values:**

Offering a fit and healthy lifestyle accessible to all our members in all our locations. Be in the driver seat of your health, fitness, wellbeing, “Empowering individuals to take control of their health and wellness journey. We provide programs that fit your needs

**Services and products:**

Large exercise area with state-of-the-art equipment, a swimming pool, a  
sporting goods shop, a health food store, and a snack bar, childcare with  
special programs for various ages, a teen center, and a computer café, online access to customized training programs and progress reports, and much more. In addition, exercise programs, a selection of gym exercise classes, knowledgeable staff, community events and social activities, nutrition counseling, and cutting-edge technology are to be incorporated in the Toronto area supercenter.

2. Each new supercenter service represents a business function, which is composed of one or more business processes. Using the background information and the conversation between Susan and Gray, list the business functions and the processes with each function.

The Personal Trainer model of business has its own functions and processes associated with them. The processes and functions are, but not limited to, listed below

**Processes** **Function**

To check membership Microsoft Office, Excel and word

To grant online access 24/7 website by Patterson & Wilder

To verify payment and Accounting BumbleBee Accounting Package

To grant gym access Swipe or scan membership card

To excel customer service Ask members if they need anything else

3. Based on what you know, should Personal Trainer consider any of the following systems: ERP, transaction processing, business support, knowledge management, or user productivity? Why or why not?

Based on the reading of the case study, Personal Trainer should consider all of the above mentioned systems. However due to them being a small organization at the moment, each system will not need to be robust, however it should be flexible and sclable enough for future growth. A small ERP system should be implemented that has transaction processing included to handle the sales operations of the company. This will handle sales at the sporting good shop, health food store, snack bar and the computer cafe. Within this ERP system a warehouse module should also be implemented to keep track of the stock of items. Whether new stock may need to be ordered, and in effect this tracks any ledger transactions that the company may complete.

A business support system such as a CRM should also be implemented to keep track of the companies customers, and their information. This can be their billing info, phone number and email addresses. This is effective to view the overall customer base as a whole for the company. Knowledge management should also be implemented as well. A simple knowledge management tool such as google or box, where the company can store legal documents or procedural documents relative to the company. This ensures everyone is on the same page and are following the same protocols.

A user productivity system should also be considered. A productivity system such as Google Drive, which offers cloud base document capability with editing PDF’s, Power Points, Forms & Spreadsheets. These documents can also be edited simultaneously, promoting collaboration and easiability when creating documents. These documents will also be safe from any on site incidents. In addition the Google Drive suite is incredibly inexpensive while offering robust capabilities and opportunities to scale if needed.

4. What opportunities might Personal Trainer have for Web-based B2C transactions in the future? What about B2B?

Opportunities such a selling and prompting memberships online via a B2C website. Giving customers the ability to sign up and create their membership online, perhaps giving them a discount. This can in effect promote membership sign ups and boost the overall profit margin of the business. A B2B opportunity may be to offer membership packages to other businesses at a reduce rate for a set number of employees. This can be a perk of the other business to promote healthy living. This also gives Personal Trainer exposure in different markets, potentially increasing overall membership sales.