

Change 1. Electronic payments

Description: Allow membership through online payments with credit card, debit card or PayPal.

Strengths

- Reducing the administrative burden.
- Facilitates payment to customers, avoiding face-to-face procedures.
- Reduce errors in membership updates.

Weaknesses

- Need for integration with external payment gateways.

Opportunities

- Expansión del sistema para venta de productos dentro del gimnasio.
- Implementación de pagos recurrentes con membresías automáticas.

Threats

- Risk of cyberattacks targeting the payment platform.

Change 2. Rewards

Description: Introduce a points system that rewards frequent gym attendance.

Strengths

- Differentiates the gym from the competition with added value.
- Improves user experience with attractive incentives.

Weaknesses

- Requires establishing clear rules to avoid system abuse.
- Implementation and testing may take longer than estimated.

Opportunities

- Generation of valuable data on customer habits for marketing.

Threats

- If rewards are not attractive, customers may ignore the program.
- Possible resistance to change from gym staff.

Change 3. Facial recognition

Description: Implement facial recognition as an alternative to the fingerprint reader to improve security and speed of access.

Strengths

- Greater security in user authentication.
- Reduces errors in entry caused by failures in fingerprint readers.
- Optimizes entry flow during peak times.

Weaknesses

- Requires investment in additional hardware (high-quality cameras).
- May fail in low-light conditions or changes in the user's appearance.
- Higher storage and processing consumption in the database.

Opportunities

- Application in other sectors such as offices or sporting events.

Threats

- Privacy regulations may restrict the use of biometric data.
- Risk of hacking or vulnerabilities in the security of stored information.
- Some customers may feel uncomfortable with the use of facial