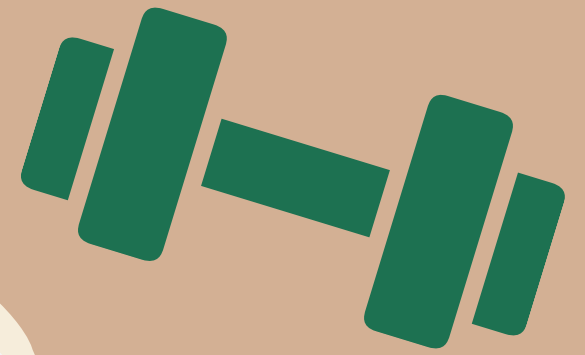




FITNESS WORLD

Presented by Team 11

WHO WE ARE:



Mohamed Lyazid
Skalli Cherif



Rahma Tabassi



Siriphan Mongpho



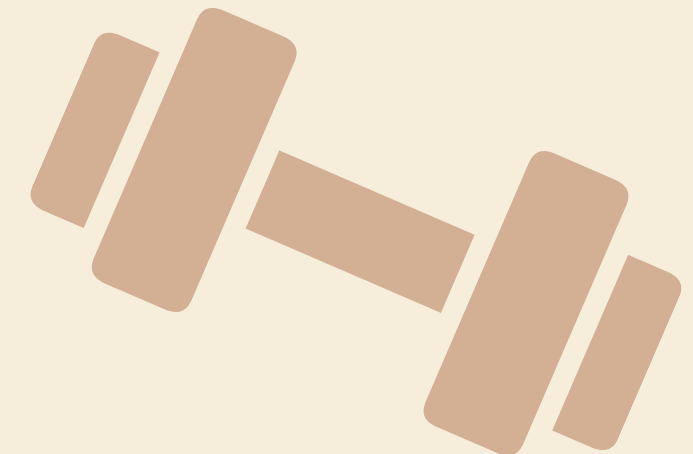
Hayata Nakamura



Piyush Kumar



AGENDA



INTRODUCTION

META
ANALYSIS

CHALLENGES

CIALDINI'S
PRINCIPLES

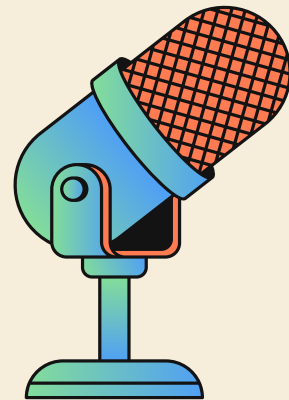
RECOMMENDATIONS
&
CONCLUSION

INTRODUCTION

Highly
competitive
market

Understand the
needs and
concerns of the
customers

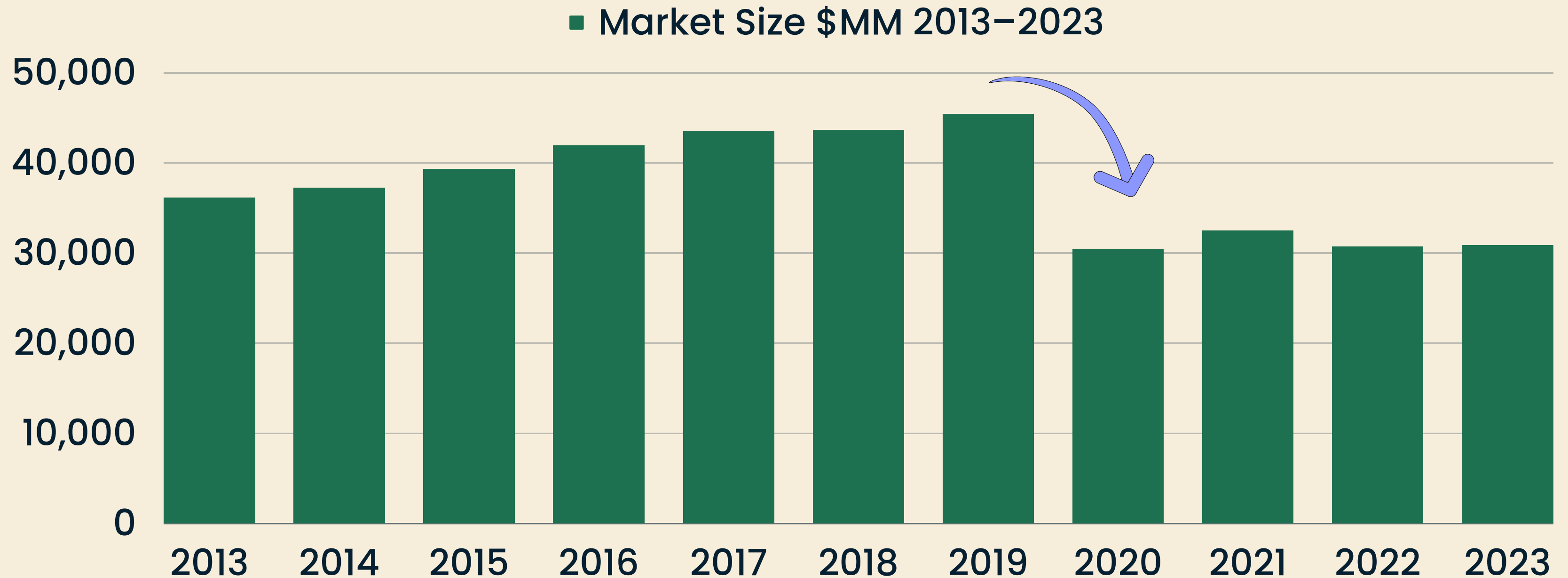
Interviews
with
leaders



Robert's
Cialdini
Principles



GYM, HEALTH & FITNESS CLUBS IN THE US



- The market size of the Gym, Health & Fitness Clubs industry in the US has **declined 7% per year on average** between 2019 and 2023
- Due to the COVID epidemic, the market size, based on revenue, has **dropped by 33% from \$45bn to \$30bn** in 2019 and 2020

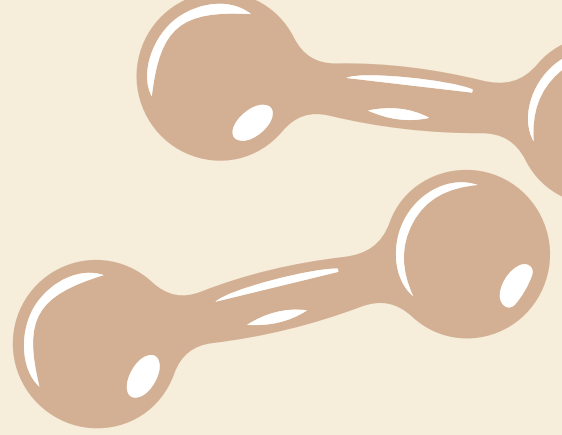
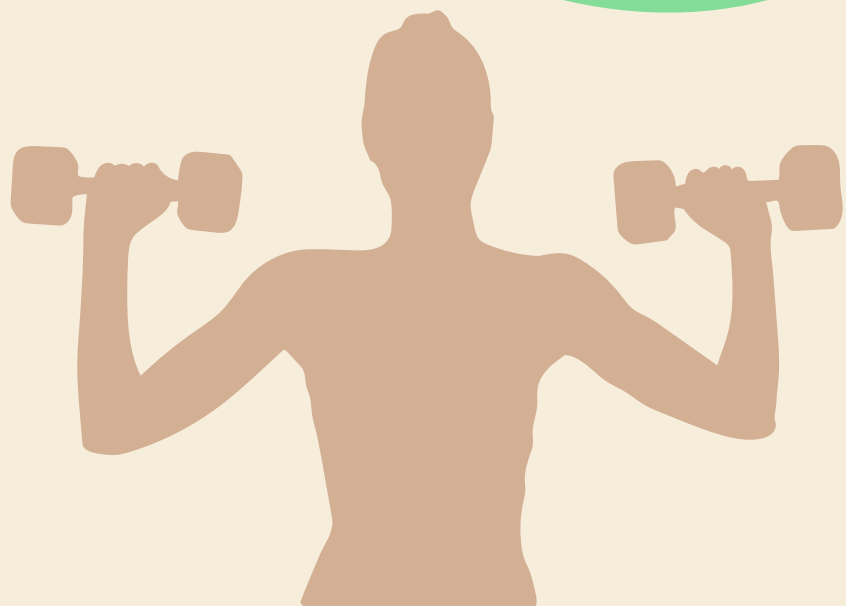
CHALLENGES

**Ceveral
concerns**

**Gaining trust
and satisfying
the needs**

Accessibility

**Complaints
and feedback**



PRINCIPLE OF SOCIAL PROOF

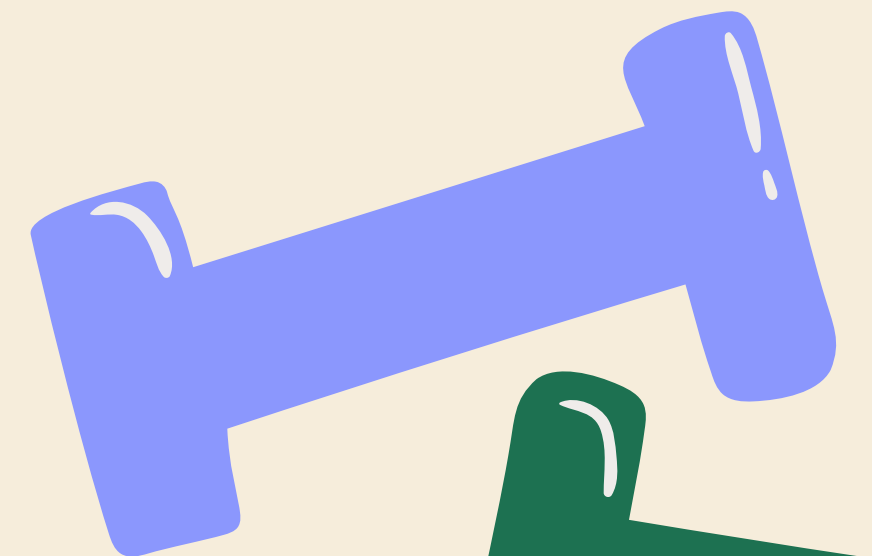
Partnerships

Marketing



Showcasing
popularity to
persuade
other of your
influence

Showcasing a
customer
success story



PRINCIPLE OF SOCIAL PROOF

increase members' sign up in sales

"JONES
EFFECT"

REFERRALS

KEY FINDINGS:

MEMBER AQUISITION

1. Principle of Sympathy
2. Principle of Consistency

ACCESSIBILITY

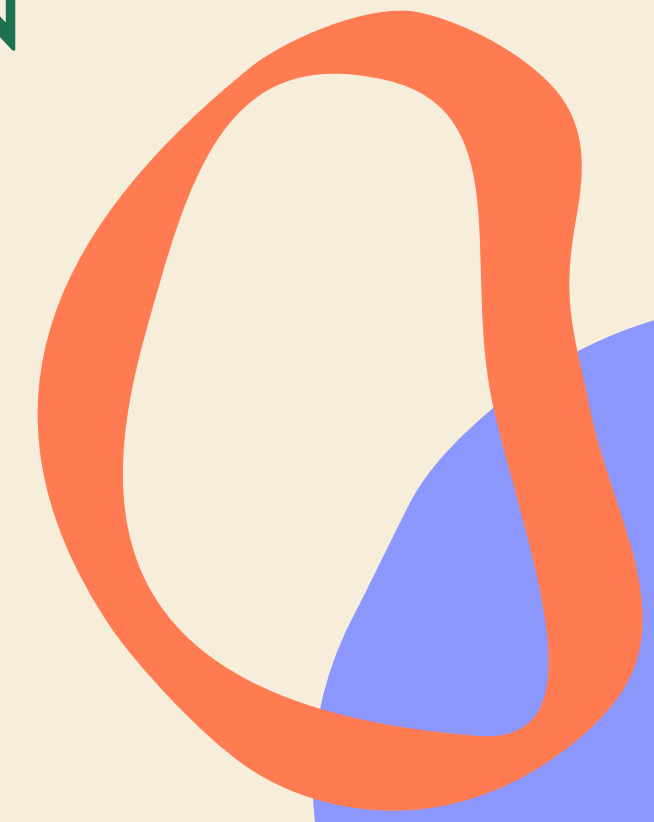
1. Authority principle
2. Principles of commitment and consistency



RECOMMENDATIONS AND CONCLUSION



**Positive decision
making**



**Principle of
commitment and
consistency**



**Principle of
social proof**

Logical Idea





THANK YOU
FOR YOUR
TIME!

Presented by Team 11