# The Founder(s)

(Group members:) Raija Westerlund

The enterprise aims to start operations in January 2017.

# BUSINESS MODEL

|  |  |
| --- | --- |
| **Needs/advantage for the customer**   * good feeling * health maintenance * raising condition * solidify * eternal youth ; ) | **Image (Company image)**   * good service * Good price quality ratio * knowledgeable staff * effective gymnastic exercises * best in town |
| **Customers/customer groups**   * ladies * age: 35-50 * high-income | **Products/Services**  Health center   * gym * fitness room * virtual spinning * sportswear sales * sales of vitamins and nutritional supplements * massage service * personal trainers |

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| **Mode of operation**  Location: Oulu, open from 6 am to 10 pm  The products on sale are purchased from the wholesaler/importer.  We have a small shop in the reception.  Marketing: we have our own website where we advertise our company services, social media, local journal, street-side advertising. Advertising agency designs and implements our marketing.  There is always at least one person at work in the gym.  Fitness: 5-7 part time aerobics instructor (mainly in the evening at 5pm-9pm).  Services are being developed all the time, we do customer surveys. We follow the new trends in the field and if necessary our instructors get to know what's new in the field.  Personal trainer is an independent contractor. He/she gets to use our facilities free of charge, because this way we get new customers.  A masseuse is an independent contractor. She is our tenant. (rental income from working space)  Price: the price is high. The customer becomes a member of Health Club. (3, 6 or 12 months). Price depends on the length of membership.  Management: the owner is the managing director  Cleaning: cleaning services are outsourced  Accounting: accounting firm does this |

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| **Resources** | | |
| * **Physical** * 1 owners + 1 employee full-time+1 employee part-time * 5-7 part-time aerobics instructor * gym/health club at least 2000 m2 (rental) * gym equipment (leasing) * 10 spinning bicycles + screen * furniture: shop/dressing room * sauna |  | **Intellectual**   * knowledge of this field * work experience * eager and willing to succeed |

# Customers

* ladies
* age: 35-50
* high-income

**Geographic:**

Health Club´s customers live in Oulu (*Urban/location*).

**Demographic:**

Customers are women (*gender*). We are not going to expand our customer base and take men as customers later. This is targeted only to women.

The main customers are 35-50 years of *age*. This shall be determined later more specifically, if necessary.

Women have an average or good incomes (*wealth*). About 20%

They have mainly good educational background (*education*).

If they have children, the children are already a little older. (*family*)

**Psychographic/Behavioral**

These ladies are active and sporty. They go to the gym at least two times per week.

They are interested in health and wellness and a healthy lifestyle (especially ladies more than 40 years).

Younger ladies want mainly to solidify and maybe get more muscles.

Maybe they are interested in diet? Should there be co-operation with dietician?

They are willing to pay for their own well-being and good service. They tend to spend money on beauty care and for example clothing. They are used to invest in themselves and they make their own purchase decision.

They want a long lasting customer relationship. They want to achieve results. (The body fat percentage measurement?)

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| --- | --- | --- | --- | --- | --- |
| **Population 31.12. by Area, Age, Sex and Year** | | | | |  |
|  |  |  |  |  |  |
|  |  |  |  | **Females** |  |
|  |  |  |  | **2015** |  |
| 564 | **Oulu** | 035 | 35 | 1407 |  |
|  |  | 036 | 36 | 1375 |  |
|  |  | 037 | 37 | 1385 |  |
|  |  | 038 | 38 | 1310 |  |
|  |  | 039 | 39 | 1383 |  |
|  |  | 040 | 40 | 1290 |  |
|  |  | 041 | 41 | 1169 |  |
|  |  | 042 | 42 | 1033 |  |
|  |  | 043 | 43 | 1067 |  |
|  |  | 044 | 44 | 1120 |  |
|  |  | 045 | 45 | 1089 |  |
|  |  | 046 | 46 | 1050 |  |
|  |  | 047 | 47 | 1155 |  |
|  |  | 048 | 48 | 1180 |  |
|  |  | 049 | 49 | 1201 |  |
|  |  | 050 | 50 | 1151 |  |
| Sum. |  |  |  | **19 365** |  |

**stat.fi**

| **The share of those engaging in no leisure-time physical exercise, of 25–64-year-olds by Year and Gender** | |
| --- | --- |
|  | **Women** |
| **2014** | 23 |
|  |  |
|  |  |

19 365 x 0,77=14 911 Have some kind of exercise

## Tulonsaajat 1) tuloluokittain 2014

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| --- | --- | --- | --- | --- | --- | --- |
| **Tuloluokka, €** | **Tulonsaajat** | | | **Tulojen %–jakauma** | **Verojen %–jakauma** | **Verot % tuloista** |
|  | **Miehet** | **Naiset** | **Yhteensä** |  |  |  |
|  | **1 000** | | **%** |  |  |  |
| – 4 999 | 217 | 217 | 9,4 | 0,6 | 0,1 | 3,2 |
| 5 000 – 9 999 | 204 | 254 | 9,9 | 2,8 | 0,9 | 7,2 |
| 10 000 – 14 999 | 221 | 363 | 12,6 | 5,6 | 2,1 | 8,6 |
| 15 000 – 19 999 | 209 | 310 | 11,2 | 6,9 | 4,2 | 13,9 |
| 20 000 – 24 999 | 200 | 265 | 10,0 | 8,0 | 6,0 | 17,0 |
| 25 000 – 29 999 | 202 | 265 | 10,1 | 9,8 | 7,9 | 18,2 |
| 30 000 – 39 999 | 375 | 378 | 16,2 | 19,8 | 18,3 | 20,9 |
| 40 000 – 49 999 | 244 | 164 | 8,8 | 13,8 | 14,9 | 24,4 |
| 50 000 – 59 999 | 142 | 73 | 4,6 | 8,9 | 10,7 | 27,2 |
| 60 000 – 79 999 | 130 | 54 | 4,0 | 9,5 | 12,6 | 29,9 |
| 80 000 – 99 999 | 49 | 18 | 1,4 | 4,5 | 6,5 | 32,8 |
| 100 000 – | 57 | 17 | 1,6 | 9,8 | 15,9 | 36,7 |
| **Yhteensä** | **2 248** | **2 380** | **100** | **100** | **100** | **22,7** |

Keskimääräiset tulot vuonna 2014 olivat 28 400 € tulonsaajaa kohti, miehillä 32 737 € ja naisilla 24 302 €.

14 911 x 0,20=2982 these are “rich enough” for my company. How many of these are going to be my customer????? How many is enough?

# Marketing Plan

## Products

**What is or are the main products and/or services which you are offering to your customers?**

Gym:

The customers can go to the gym as many times as they want per month.

Fitness:

* heavy (BodyPump, BodyFight, PowerStep, Zumba)
* medium (fat burning, DanceFit, HIIT, Cirquit, Yoga)
* easy (Pilates, PowerAbs, FitYoga)

Spinning:

Virtual spinning 10 times per day

* heavy 50 min
* medium 30 min

Sportswear:

* A young Finnish fashion designer will plan our collection (Mert Otsamo?)

Vitamins/nutritional:

* chosen someone known importers

Personal trainer and masseuse are our company's additional services.

Customers can buy the card either in the gym or Fitness or both.

**What is the basis of the competitive advantage of the product or service?**

Our company provides high-quality service. For example instructors are trained and clothes of good quality. Customers can buy all services from one place.

**Which problem of the customer does it solve?**

Health and well-being.

**What is the life cycle of the product?**

Service aims to have a long life cycle.

**Additional or by-products?**

Personal trainer and masseuse.

|  |  |  |  |
| --- | --- | --- | --- |
| **SEGMENTS:** | | | |
| **35-40**  8150  8150x0,77=6275  6275x0,20=**1255** | **40-50**  11215  11215x0,77=8635  8635x0,2=**1727** | **35-50** |  |
| **PRODUCT:** | | | |
| Gym  Fitness room:   * heavy * medium   Spinning   * heavy | Gym  Fitness room:   * medium * easy   Spinning   * medium | Sportswear sales,  sales of vitamins and nutritional supplements  (Personal trainer/masseuse) |  |
| **PRICE:** | | | |
| * **ClubPass** 12 months, 65 € / month * **ClubPass** 6 months, 70 € / month * **ClubPass** 3 months, 75 € / month * **Monthly pass,** 95 € /month * **Day pass** 15 € /day | * **ClubPass** 12 months, 65 € / month * **ClubPass** 6 months, 70 € / month * **ClubPass** 3 months, 75 € / month * **Monthly pass,** 95 € /month * **Day pass** 15 € /day | Sportswear:   * high price * discount: product of the month   Vitamins/nutritional   * Average price * big purchase items-> discounts   According to how long you have been member you get discounts on products |  |
| **PLACE:** | | | |
| Health Center | Health Center | Health Center |  |
| **PROMOTION:** | | | |
| Social media (Face book, Instagram)  Website | Local Journal (Kaleva)  Social media (Face book)  Website | Personal selling  Website ->information about discounts etc. |  |

## Price

**What sort of pricing policy is being followed?**

* **ClubPass** 12 months, 65 € / month
* **ClubPass** 6 months, 70 € / month
* **ClubPass** 3 months, 75 € / month
* **Monthly pass,** 95 € /month
* **Day pass** 15 € /day

Customers will receive invoices on a monthly basis.

**What is the basis for the pricing?**

Month-based pricing

**Discount policies?**

The customer gets a discount after one year of membership.

Next year ClubPass 12 months, 60 €/month

**What are the actions done in pricing within a planning period?**

Special introductory offer of 50% discount for the first month the firm will start it operations.

## 4.3 What are your after-sales services so you can ensure customers satisfaction also after the sale?

The customer gets a discount after one year of membership.

Every month there are offers from vitamins and sport wears.

Customers will receive discounts if they bring new customers with them.

Services are being developed all the time, we do customer surveys. We follow the new trends in the field and if necessary our instructors get to know what's new in the field.

# Describe your earning models. Where you´ll get your revenue?

Our company gets the money from membership fees, the sales of products and we get rental income (masseuse).