**Executive Summary**

VASA Fitness is a gym and fitness center chain with 61 locations dedicated to providing an inclusive environment for fitness enthusiasts of all skill levels. As the fitness industry continues to grow, gyms are striving to differentiate their offerings and meet customers' increasing demand for customized fitness experiences that are easily accessible. Currently, the VASA Fitness app lacks some of these features. This report documents the development of a new database that considers both the planned app enhancements and a proposed new business venture while also evaluating the app's existing features. The project aims to transform the VASA Fitness app into a hub for fitness education, progress tracking, and social engagement. The core deliverables include the implementation of a transactional database to support these new app features, the development of conceptual, logical, and physical models for the database, and a detailed proposal for the new business venture aimed at expanding VASA Fitness’s digital services. Additionally, ethical considerations regarding data privacy and security are explored to ensure responsible data management practices.

**New Venture : inVASA**

inVASA is an exciting new immersive workout experience that will enhance members’ fitness productivity and results. VASA should expand their app features to allow users to enhance their workout routines or target specific fitness results using a curated multimedia experience. This feature will provide users a catalog of exercises and workouts within the app. Users can search for exercises and add them to a “cart” to create their customized workout. Users can select from a variety of pre-selected workouts by selecting a workout duration, muscle group, or training goal. Each exercise will feature a video demonstration showing proper form and the muscles targeted in that exercise. The app will use geolocation to filter the equipment options to only those available at that gym. For example, if an exercise features a front row machine but a certain gym does not have a front row machine, that exercise will not be visible for the user when they are at that gym. VASA can realize revenue growth from this using two different avenues:

1) charging an a la carte fee monthly on top of memberships or

2) Including this feature with premium memberships.

VASA could even opt for limiting certain features of inVASA based on membership tier or capping the quantity of workouts in ‘cart.’ Workouts will be supplied by VASA trainers and other industry names or fitness influencers. Advertising revenue could add another income stream as companies could sponsor a workout. The database must store the muscle group(s) targeted in the exercise, the equipment/machine(s) used, and the server link to the multimedia of the exercise. Future upgrades would be implementing a way to track the weights and reps of these activities within the app so the user has an integrated fitness management suite. This would require implementing an additional database to support this functionality.

**Conclusion + Next Steps**

VASA Fitness has pursued aggressive growth over the last five years, and to continue that trajectory, VASA should further refine and enhance its in-app offerings. Thoughtfully constructing transactional databases to ensure the long-term viability and reliability of the systems that power members’ experiences can grow the brand and solidify loyalty to reduce customer attrition in a competitive industry. Launching inVASA shows great potential in generating additional revenue and increased customer loyalty. Additionally, there are features like nutrition planning and social integration beyond inVASA that could propel VASA to greater market share.