

Nama: I Dewa Gde Yudha Ari Wibawa

NIM: 1708561043

Kelas: B

1. Background Information

Mission:

Personal Trainer, Inc. is fitness centres in a dozen Midwestern cities. In addition, the centre will offer child care with special programs for various ages, a teen centre, and a computer café. The Inc planning an international expansion by opening a new “supercentre” in the Sydney area.

Team:

- Cassia Umi, president, heads Personal Trainer’s management team

Chicago Headquartes

- manager, finance : Janet McDonald
- manager sales and marketing: Tai Trinh
- manager, operations : Reed Curry, manager, operations

Facilities:

- large exercise area with state-of-the-art equipment
- swimming pool
- sporting goods shop
- health food store
- snack bar

Future Plan:

- Planning an international expansion by opening a new “supercentre” in the Sydney area that will feature feature a large exercise area with state-of-the-art equipment, a swimming pool, a sporting goods shop, a health food store, and a snack bar.
- Planning 2 kind of membership, that’s silver and gold.
- Members to have online access to customized training programs and progress reports.

2. Fungtion and the processes with each fungtion

- Pendaftaran Membership :

Pendaftaran > Pengisian Profile > Memilih Jenis Membership > Proses pembayaran > Verifikasi > Menjadi Membership

- Booking Fitness

Log in > Memilih tempat fitness > Proses pembayaran > Membayar > Verifikasi > Booking Sukses

3. Opportunities

B2C: personal trainer memiliki peluang untuk membentuk sebuah *e-commerce* yang dapat secara langsung berinteraksi dengan pelanggan yang dalam hal ini adalah orang yang membutuhkan servis dari personal trainer.

B2B : dengan ekspansi secara online melalui Web, seorang personal trainer berpeluang untuk mengajak supplier maupun koperasi lain yang berkecimpung di bidang fitness juga. sehingga nantinya