

# Customer Base Segmentation for Opening new Gym Chain

## 1. Introduction

### 1.1 Background

The aim of this project is to help an entrepreneur who is planning to open Cross fit gyms in different areas of Canada. Due to this corona crisis people have become more focused on health issues and recent study has shown that there is a surge in new subscriptions of gyms. CrossFit is a lifestyle characterized by safe, effective exercise and sound nutrition. CrossFit can be used to accomplish any goal, from improved health to weight loss to better performance. The program works for everyone—people who are just starting out and people who have trained for years. So this project will highlight those places where number of gyms are less so that ROI would be more and Investment risk will be less.

### 1.2 Business Problem

The objective of this capstone project is to find the best locations to open gyms in Toronto. If there are already of gyms available, then people may be less likely to join the new gym because existing gyms already have their own customer base and initially people may reluctant to move to new gym.

### 1.3 Target Audience

The entrepreneur who wants to open the gym chain.