

Revitalizing Field Fitness

Strategic Partnerships for Growth



REPORT HIGHLIGHTS

- **Problem Statement**
- **Decision Criteria**
- **Model**
- **Examine Partnerships**
- **Analyze Chef's Meal Partnership**
- **Analyze Pulse Gear Partnership**
- **Analyze Core Boost Partnership**
- **Recommendation**
- **Action plan and implementation**
- **Conclusion**

Problem Statement

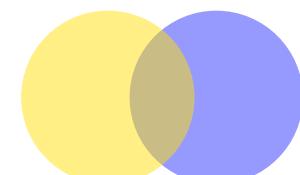


- Once a leading global fitness brand known for high-quality gyms and diverse workout options.
- Previously attracted a dedicated membership seeking fitness and community

Current Challenges

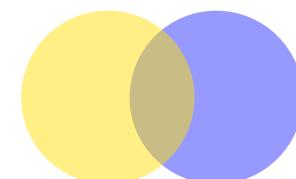
- Decline in loyalty and membership due to competition from budget gyms, boutique studios, and digital platforms (e.g., Peloton, Apple Fitness+)
- Struggles with low adoption of online training programs despite investment

Consumer Shifts - Demand for flexibility, personalization, and affordability not fully addressed by Flex Field's current offerings

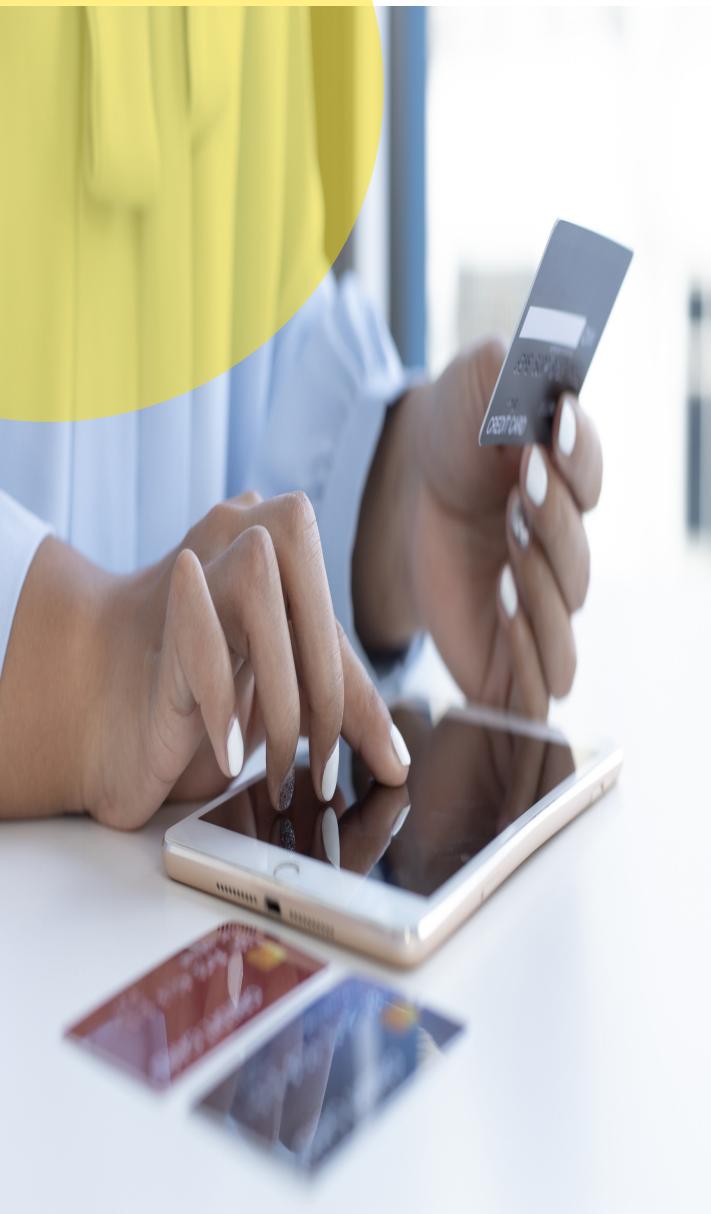


DECISION CRITERIA

Decision Criteria (On a scale from 1-10)	Weight Percentage	CoreBoost	Chef's Meal	PulseGear
Strategic Alignment (A) (0 = No Alignment, 10 = No further investment)	30%	9	7	8
Customer Engagement Potential (B) (0 = No Retention, 10 = Full Retention)	30%	9	7	7
Revenue Growth and Profitability (C) (0 = No Trend, 10 = Lot of Trend)	20%	8	6	7
Feasibility and Implementation (D) (0 = No opportunities, 10 = Lots of opportunities)	20%	8	6	7
Total	100%	86%	66%	73%



OUR MODEL



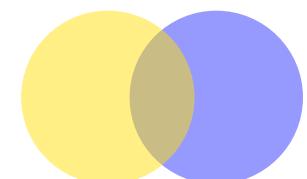
WE USED AN OLS REGRESSION MODEL IN PYTHON AND SET THE RESPONSE VARIABLE TO Y, AND THE FACTORS IT'S DEPENDENT ON TO X (A DATAFRAME).

Formula:

```
model = statmodels.api.OLS(Y, X).fit()
```

Which we then used to find x^2 which is given by

$$\chi^2_{\text{Fitness Goals}} = \sum \frac{(O_{\text{Fitness Goal},i} - E_{\text{Fitness Goal},i})^2}{E_{\text{Fitness Goal},i}}$$



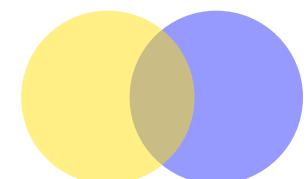
EXAMINE PARTNERSHIPS

Flex Field seeks partnerships in health and wellness to meet evolving consumer demands for convenience, personalization, and holistic wellness, helping it regain competitiveness.

Partnership Opportunities

- Chef's Meal: Provides personalized, nutrition-focused meal plans that align with members' fitness goals, supporting wellness both inside and outside the gym.
- Pulse Gear: Enters the athleisure market with co-branded apparel, attracting style-conscious members and enhancing Flex Field's brand appeal.
- Core Boost: Adds a consistent revenue stream through high-quality supplements for performance and recovery, stabilizing income during off-peak gym seasons.

Strategic Fit - Each partnership aligns with Flex Field's goals to deliver a holistic, member-focused fitness experience, strengthening its market position.



ANALYZING CHEF'S MEALS PARTNERSHIP

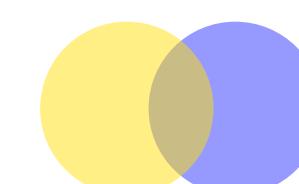
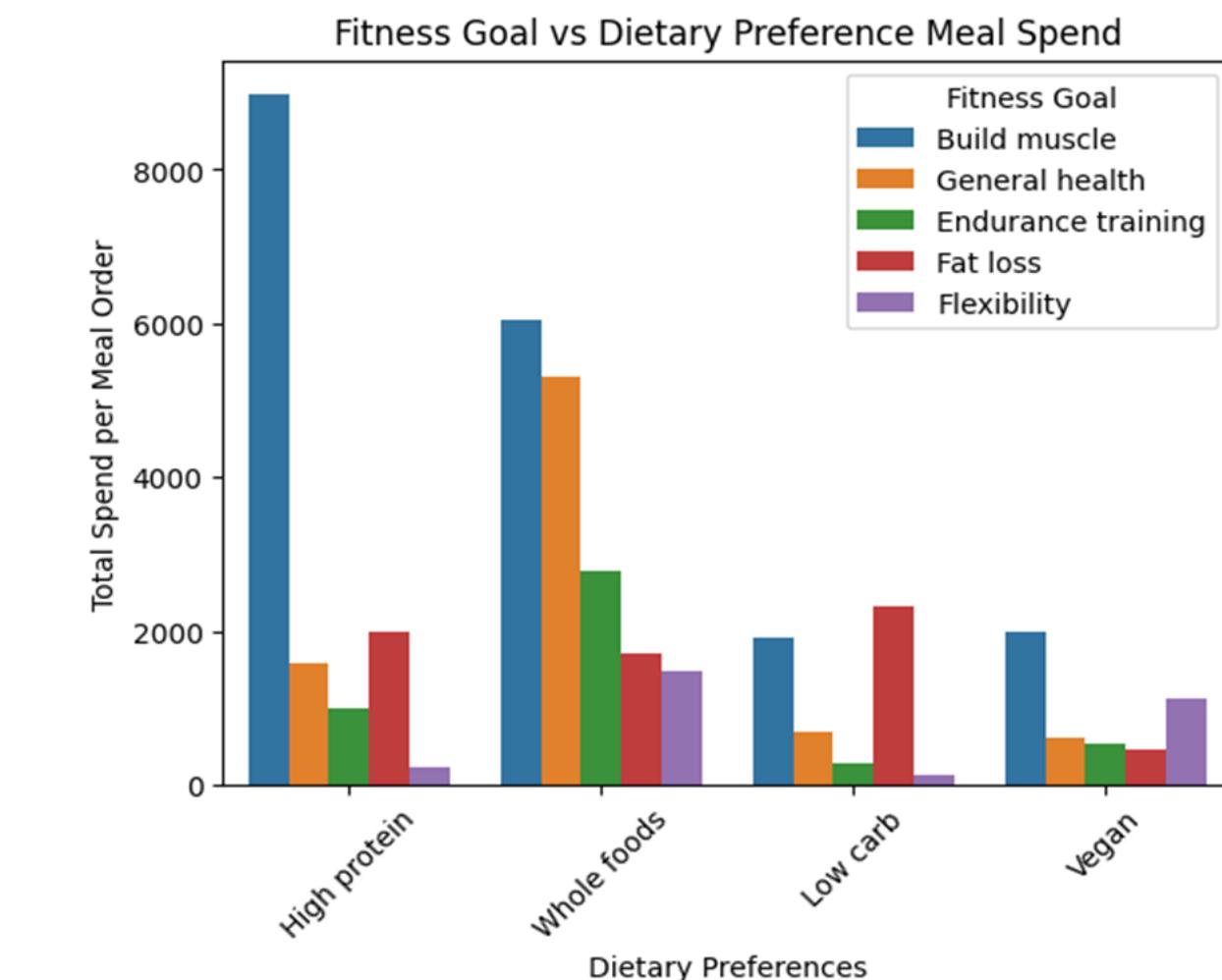
- Personalized nutrition solutions complementing fitness offerings.
- Customized meal plans tailored to members' workout goals and dietary needs.
- Supports a holistic health approach, enhancing engagement and satisfaction

Operational Challenges

- Managing diverse dietary restrictions and preferences at scale.
- Ensuring consistent meal quality and timely delivery

Key Consideration

Careful planning and logistics essential for a seamless member experience



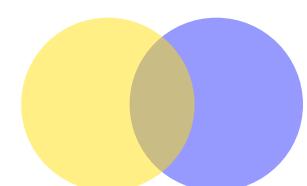
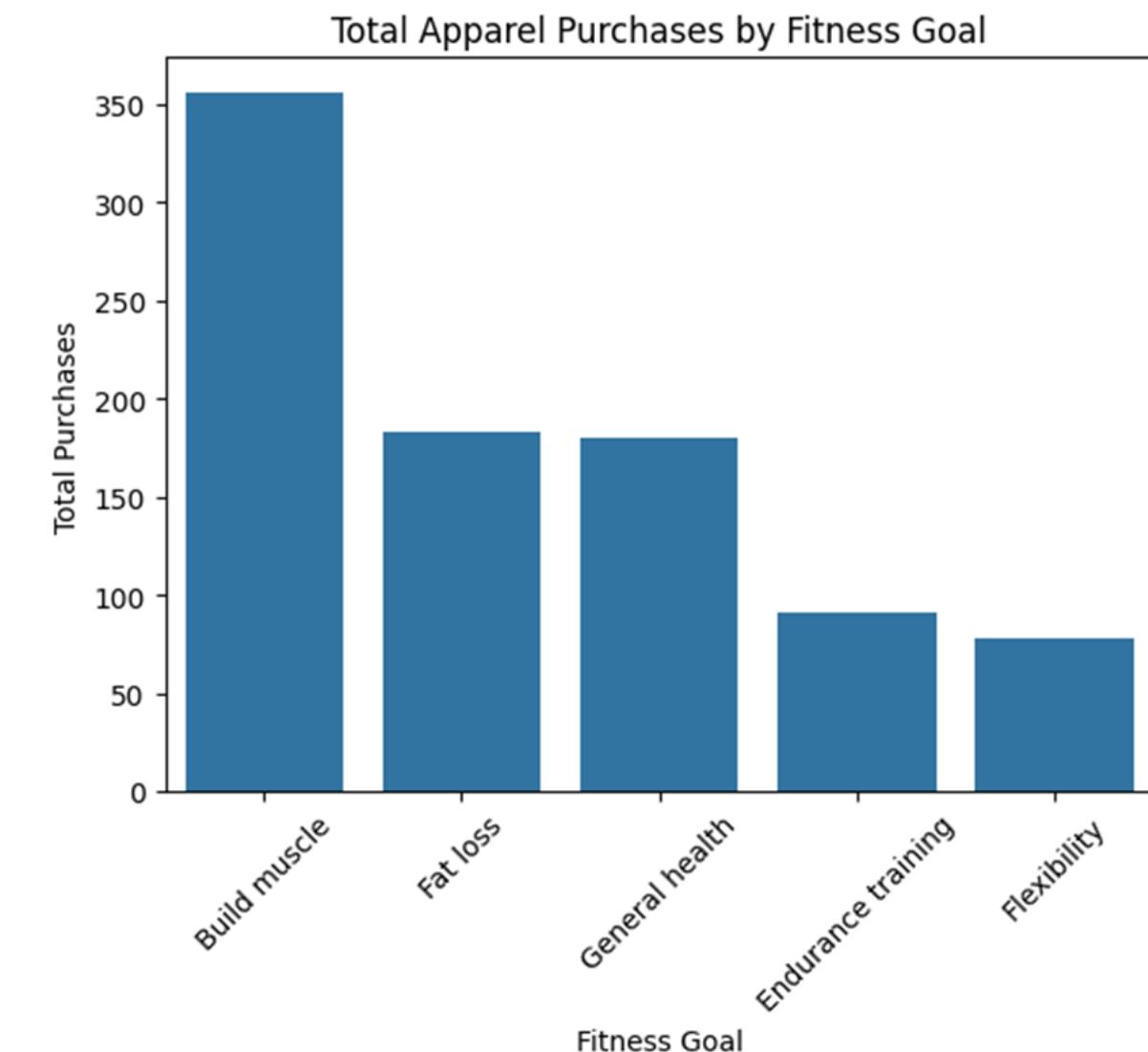
ANALYZING PULSE GEAR PARTNERSHIP

- Enter the athleisure market with co-branded workout apparel and accessories
- Enhance FlexField's brand image and attract style-conscious fitness enthusiasts

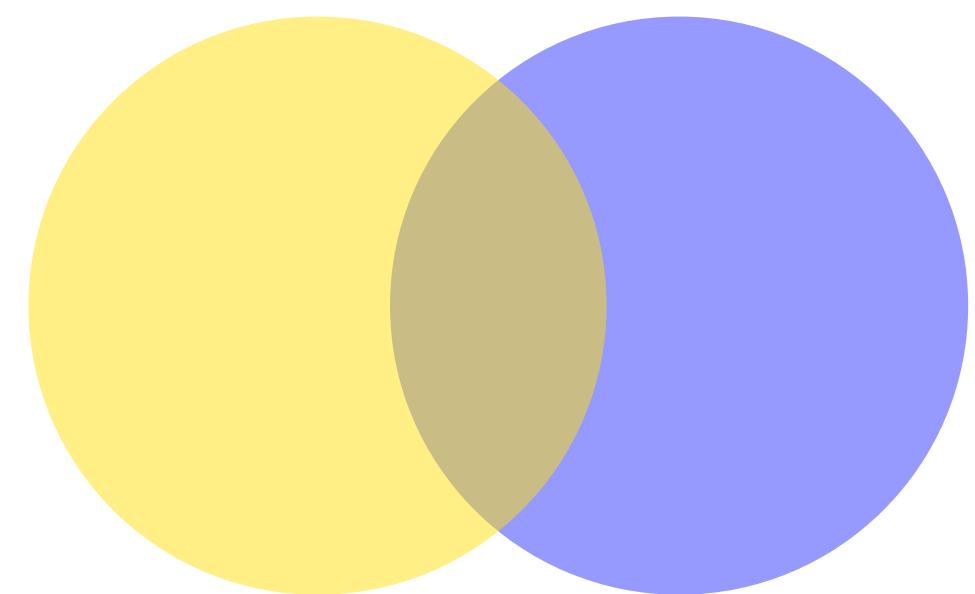
Market Risks and Challenges

- Saturated athleisure market; Pulse Gear struggling to stand out from competitors offering lower-priced alternatives
- Potential brand dilution or inventory issues if co-branded products underperform

Key Consideration – Pulse Gear's own need for brand revitalization may limit its ability to support Flex Field's core fitness objectives fully



ANALYZING COREBOOST PARTNERSHIP

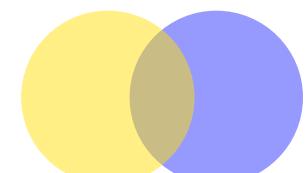
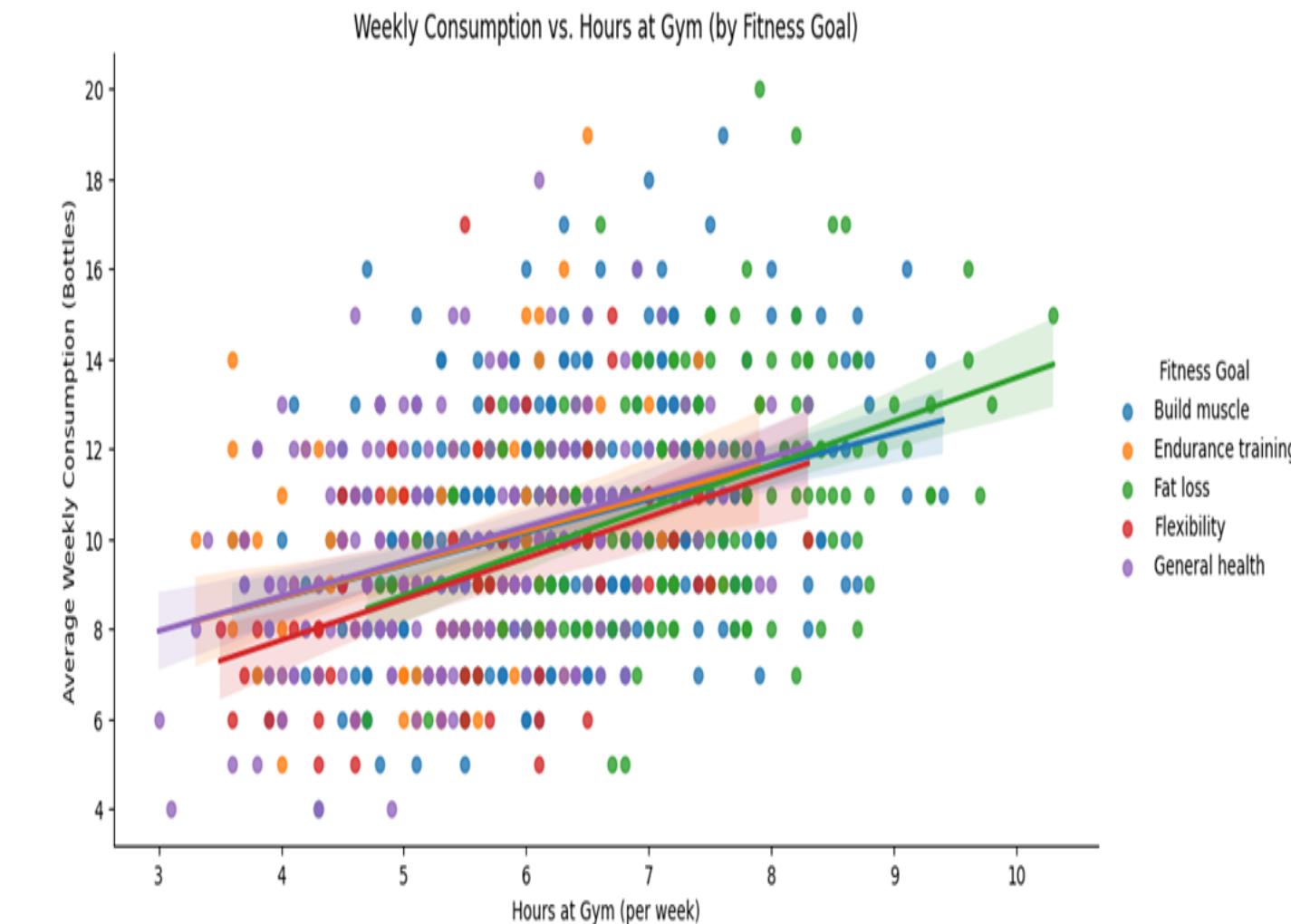


- Offer high-quality supplements to enhance workout performance and recovery
- Provides a steady income stream throughout the year, mitigating revenue dips during off-peak gym attendance

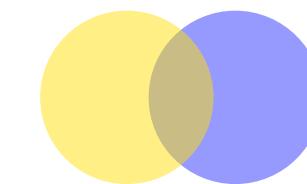
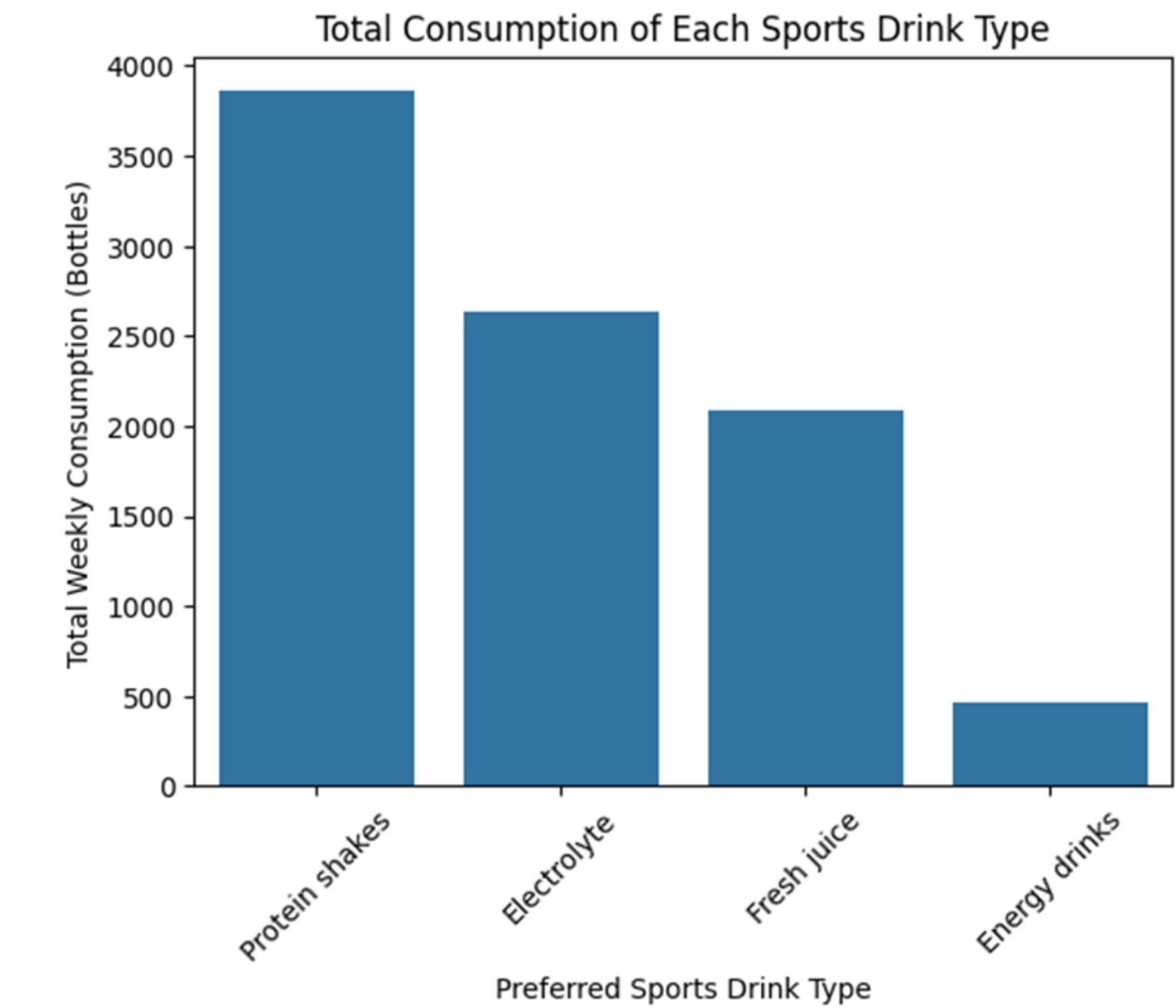
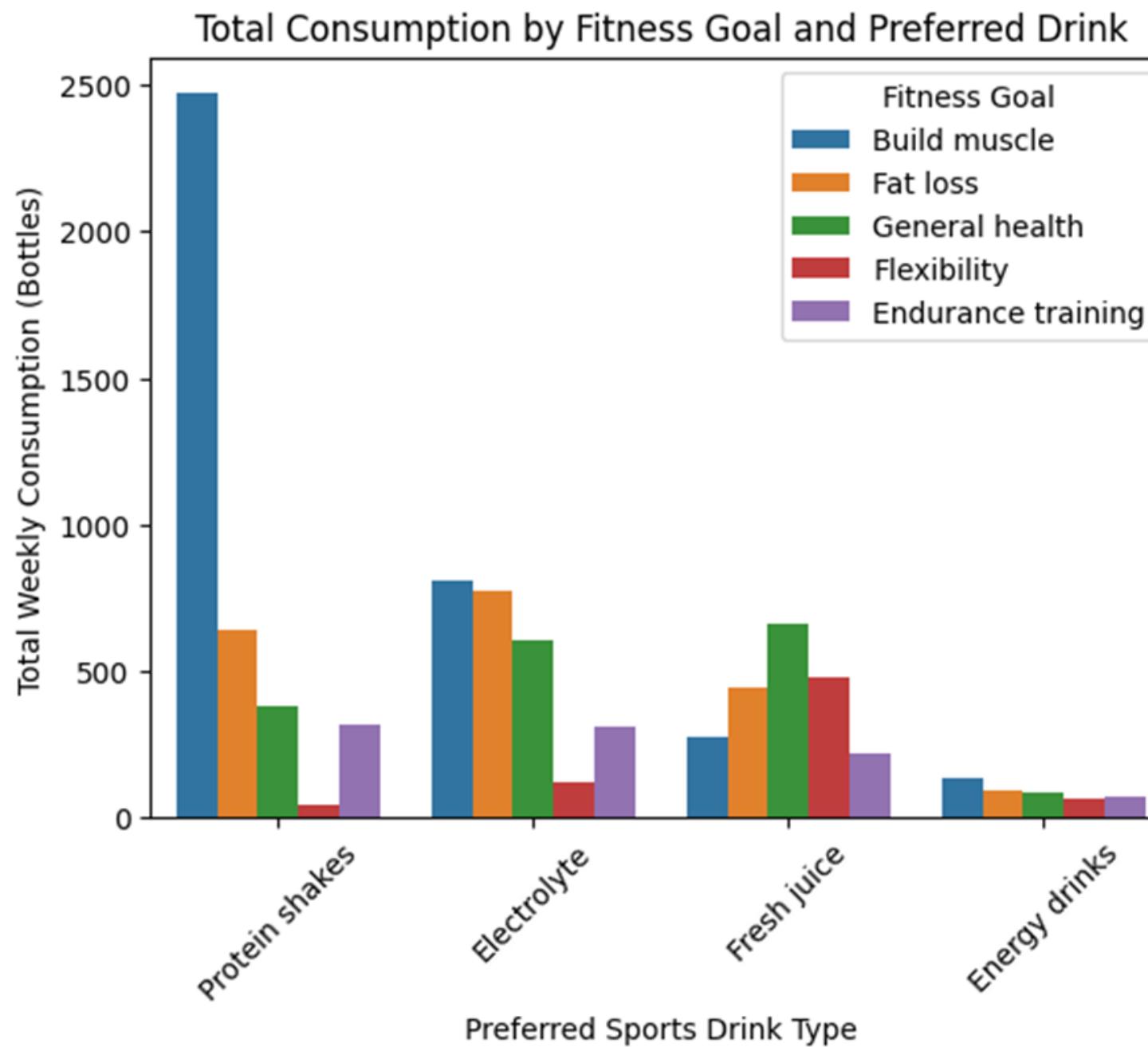
Market Advantages

- Supplements have consistent demand; members may purchase even when gym visits decline
- Enhances FlexField's holistic fitness experience, appealing to health-focused members

Key Considerations – Requires regulatory compliance and staff training on product knowledge and benefits



ANALYZING COREBOOST PARTNERSHIP





Given the analysis done for customers with fitness goals, we find their association with Core Boost and Chef Plate can help build business opportunities and partnerships with Flex field. But after careful analysis of the Chi-Squared test results and consideration of Flex Field Fitness's current challenges, **we recommend pursuing a strategic partnership with Core Boost**. This collaboration presents the strongest opportunity to address Flex Field's declining popularity and customer loyalty issues while creating a compelling joint product that aligns closely with customer fitness goals.

Key Reasons for Recommendation:

- **Strong Statistical Association:** Core Boost's p-value of $2.47e-41$ (close to zero) indicates a highly significant relationship between their sports drink preferences and Flex Field customers' fitness goals.
- **Direct Link to Performance:** Core Boost's products are immediately tied to workout performance and recovery, resonating strongly with Flex Field's fitness-focused audience.
- **Potential for Personalization:** The partnership allows for customized hydration solutions, enhancing the overall fitness experience for members.

ACTION PLAN

1. Product Development (Months 1-3)

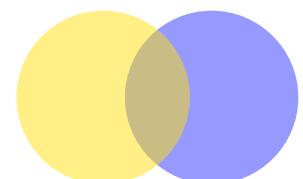
- Collaborate with Core Boost to develop a line of customized sports drinks tailored to different fitness goals (e.g., endurance, muscle building, weight loss).
- Create a joint mobile app for personalized hydration tracking and recommendations.

2. Integration and Training (Months 2-4)

- Install Core Boost product dispensers in Flex Field gyms.
- Train Flex Field staff on Core Boost products and their benefits.
- Integrate Core Boost products into Flex Field's existing digital platforms.

3. Marketing and Launch (Months 4-6)

- Develop a joint marketing campaign highlighting the benefits of proper hydration in fitness.
- Create promotional bundles combining gym memberships with Core Boost subscriptions.
- Launch an influencer campaign featuring fitness professionals using Core Boost products during Flex Field workouts.



ACTION PLAN

4. Loyalty Program Implementation (Months 5-7)

- Design a points-based system where customers earn rewards for both gym activities and Core Boost purchases.
- Implement exclusive Core Boost flavors or formulations available only to Flex Field members

5. Continuous Improvement and Expansion (Ongoing)

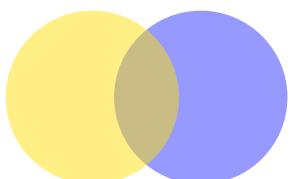
- Regularly collect customer feedback on the joint offerings.
- Analyze sales data and adjust product mix based on popularity and effectiveness.
- Explore opportunities to expand the partnership into new product categories or services.

By implementing this action plan, Flex Field Fitness can leverage its partnership with Core Boost to create a more holistic fitness experience, enhance customer loyalty, and address its current challenges of declining popularity and customer retention. This strategic move positions Flex Field to better compete in the evolving fitness industry landscape and provide added value to its members through personalized hydration solutions.

CONCLUSION

In conclusion, Flex Field Fitness faces significant challenges in a competitive landscape that demands innovation and adaptability. After evaluating potential partnerships, **we recommend collaborating with Core Boost.**

This partnership not only aligns with Flex Field's mission to promote holistic wellness but also offers strong potential for customer engagement and revenue stability. By implementing the proposed action plan, Flex Field can enhance its offerings, rebuild customer loyalty, and secure a more sustainable future in the fitness industry.





THANK YOU

