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BRAND MANAGEMENT

Executive Summary

Although expanding businesses in the medical and service sectors is more advantageous, the premise is somehow saturated with rivalry. All of them have evolved into quite fashionable and healthy routines concerning maintaining a nutritious diet and additional beverages. This possibility will encourage more clients to visit the "Live with Life" company. The world nowadays is changing so quickly, and everyone is moving quickly with complete certainty. Even if it isn't coronavirus, many other illnesses and conditions require medication.

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1. Sector analysis

1.1 Consumption Opportunity and Trend

Trend

"Fitness product" means primary and physical exercise, health relaxation, fitness setting and more similar related services. Where not only sports are included there the food and nutrition are also included in the same way (Tien *et al.* 2019). In the case of developing this brand, some trend has been found which has been interpreted in the following section.

Health and Wellness Coaching: Health and wellness are now more important than ever for those who like fitness and sports, demonstrate a growing desire for physical activity, and employ attractively designed, high-performance, user-friendly goods to reach their training objectives. A comprehensive range of wellness coaching programmes are available from Technogym in its digital services.

Body weight training: The emergence of bodyweight training, virtual training, and the use of complementary weights, all of which can be performed at home with the correct instruction, has also been influenced by the global Covid-19 outbreak and the limitations that followed. Body weight exercises involve completing basic to complicated movements while using the body's weight as resistance (Hung *et al.* 2021). Both fitness clubs and consumers have the option to train with special materials thanks to Technogym's "Mywellness 6.0" including the "Technogym app," which offers an extensive catalogue of "on-demand" training experiences created by "Technogym" and a coach based on "artificial intelligence".

Personal training: The role of a fitness instructor has changed throughout time and has become more accessible in gyms, at-home settings, and workplaces with gyms. The importance of the trainer in determining the best training regimen, prescribing it, and setting attainable objectives based on specific requirements has finally been recognised.

Home exercise gym: The role of a fitness instructor has changed throughout time and has become more accessible in gyms, at-home settings, and workplaces with gyms (Bayighomog Likoum *et al.* 2020). The importance of the trainer in determining the best training regimen, prescribing it, and setting attainable objectives based on specific requirements has finally been recognised.

Live in online and demand exercise classes: The alternating lengthy "lockdown periods" in addition to "fitness centre closures" are undoubtedly to blame for the increasing trend performance with web-based and "virtual training," but it has also given rise to fresh ideas for

the "foreseeable future," or when the pandemic emergency is finally over. A vast on-demand library of video resources is available through the Technogym Create platform, which is compatible with any "Technogym cardio equipment," allowing users to select their "Training Experience."

Opportunity

Building a new business can be sometimes but in this "Health and fitness" sector all of them have been described in the following section for better understanding.

Customer acquisition: "Fitness technology" is making it possible for people with a variety of lifestyles, tastes, and time constraints to bring fitness into their everyday lives (Razak *et al.* 2020). For instance, "fitness technology" serves as a godsend for stay-at-home parents and professionals who would rather take a 45-minute stroll than visit the gym. This will help to acquire a maximum number of customers.

Budgeting system: "Gym memberships" are steadily no longer exclusively for the wealthy. Additionally, "fitness apps" provide premium, inexpensive, and nominal "subscription plans" that accommodate various financial situations. Wearable fitness technologies like "fitness bands" are particularly popular because large savings going to "annual memberships" have become a fantastic incentive for individuals to join clubs (Kelley *et al.* 2022). It will be good to provide good service and with it, all business-oriented services will be able to deliver in a reliable pricing segment.

Technology included: "Mobile fitness apps" are popular and are continuing to grow. The majority of cell phones are compatible with "mobile apps," which are tailored for "android" followed by "iOS" and provide everything from "streaming videos," "podcasts," diet charts, and "calorie tracking." FitBit is a popular activity tracking device since it gives the user data pertaining to their considering steps, "separation travelled," "calories burned," total fat burned, etc. (Janjić *et al.* 2022). "Technology" is using significant growth in the fashion sector. The ability to synchronise the aforementioned media with "voice technology" is a strength of the human race. In recent days technology is one of the things which are best to help brands and businesses in terms of development.

1.2 Major Competitive Brand

Developing business in the health and service sector is more beneficial but somehow the thesis is full of competition. This business is going to be created in the "UK" where many competitors have emerged and some of the majors have been described in the following section.

Fitwell

Incorporated in November 2016, "Fitwell" offers a wide range of classes to choose from. One associated with "HealthTech" in addition to fitness firms offers customised training plans that integrate several training philosophies and adapt to the customers' progress to ensure consumers get quick and long-lasting benefits.

Apex Rides

One of the fitness tech businesses called "Apex Rides" offers smart bikes for sale to the public at affordable pricing, and they also employ UK-based instructors who are ready to guide customers through their fitness journeys from the convenience of their homes.

Quell

Due to its innovative integration of gaming and fitness training, "Quell" stands out as the greatest fitness technology. In the game, players may punch, duck, run, leap, and overcome their way past opponents (Alhosseini Almodarresi and Rasty, 2019). That's plenty of work. The exercises are designed using real-time technique analysis to assist users in burning calories.

1.3 Perceptual Map

Here is the map showing the competition in this sector. After taking into consideration all approaches will be helped to define this business place and address. Therefore, better consultancy and orientation business designation will be helpful. Cause all product and service pricing and venture get set with all meta formation.



Figure 1: Perceptual MAP

(Source: <https://www.healthclubspceptualmap.blogspot.com>)

2. New brand for the market

2.1 Justification

The name of this brand is "Live with Life", and the motive of this business is to deliver service directly to customers. In the help of fitness world design moreover providing only one product or service is not a good idea. Providing different types of service will be the best opportunity for future development (Borges-Tiago *et al.* 2020). In terms of maintaining healthy food and more drinks are required, all of them have become very trendy and healthy routines. In addition to this, an online service platform will be developed where through the online link and service instructor service will be delivered to the customer.

Gap

Most of us associate "mental" with "physical health" with well-being. In 2020, "social health" was included as a new component of wellness. This company's "social health" is defined as its relationships and bonds with customers (Bilan *et al.* 2019). Research has demonstrated that a person's "mental in addition to physical health" may be impacted by the number and kind of their social connections. Many customers can tell when a firm is just using wellness industry jargon to increase sales and generate profit. Therefore, connect directly to your consumers in a real, approachable voice rather than repeating tired platitudes. Customers will likely feel more at ease and happy as a result of this strategy, which will likely strengthen trust.

Required new brand

"Fitness marketing" is crucial to the ongoing achievement of any fitness business. It's challenging to stand out in a crowded market and draw in "new clients". capitalizing a strong brand is prioritized in a successful marketing plan, which also looks for creative ways to attract and keep customers. This potential will help to drag more customers towards the "Live with Life" business. This business is required because it will help to increase the competition (Jain *et al.* 2021). There are several parts, but the most popular ones are those focused on weight reduction, social issues, "bodybuilding," elite athletes, and sports. From there, groups of people can be further divided according to demographic factors like "age," "gender," "location," or "behaviour". The main motive is building the best service for customers. This business will be the best.

2.2 Brand Graphics

Name: The name of this health and fitness service company is “Live With Life”, the motive of this name is to get a direct connection with customers. This unique name will be different from other estimated companies.

Logos:



Figure 2: Business Logo

(Self-Created in Word)

Slogan: in recent days the slogan has become very trendy for business and therefore the slogan needs to be adequate and attractive. The deliverable slogan of this "Live With Life" business is “Get up, walk with your fit life and live your life”.

Packages:

This business is going to engage three different services. For their all food supplement the package will be made with good-quality plastic. At the brand level, some local famous model faces will be added up (Marques *et al.* 2020). All fitness equipment will be more colourful and modified to customer requirements which will be beneficial to the business. At last, the online instruction service will engage with fitness experts and promote action.

2.3 New Communication Strategy

In terms of developing any business, their communication system is the most important thing which one likes to maintain. For this new development brand and business, the first thing needed to be created is the best communication system. Present days develop so fast and there the people are running fast with all ascertain (Cheng and Jiang, 2022). Communication systems

are one of the best things to get the customer in direct contact. The motive of this developing business is getting B2C performance. To maintain this the following communication section has been developed.

Customer Service and customer-dedicated managers

Driving sales is not what "customer success" is about. Instead, it concentrates on assisting "customers" in achieving the desired results from this company's goods or services. A new position called "customer service managers" has been created as a result of the growing significance of customer success, and these individuals are responsible for improving the customer experience inside their organisations.

Customer profile for the customer segment

For personalisation, "customer segmentation" is essential. It operates by dividing the client base into smaller parts based on demographic information or other similar criteria. Segmentation makes it possible to do away with the marketing guessing.

Omnichannel Communication Approach

According to "data," companies with strong "omnichannel customer service strategies" keep 89% more clients on average than those with bad "omnichannel strategies", which only keep 33% (Iglesias *et al.* 2020). The researcher's "omnichannel communication strategy" paves the way for meeting corporate clients where they are and smoothly integrating online and physical channels.

Live chat investment tools

Any user-centric business revolves around "customer service". Most customers need prompt, dependable service that includes at least a little personality. And if "Live with Life" fails to provide it, firms may anticipate that clients would defect in favour of establishments that provide superior customer service.

2.4 Four Components of New Brand

New brands should carry new types of components which will be different from others and effective in terms of future market development. In between of them mainly four types of components have been discussed in the following section.

Healthcare Consumerization

The tendency of consumers to influence and manage their healthcare is known as the "consumerization of healthcare." It's a recognition that healthcare practitioners must create plans that take into account patients' choices and requirements.

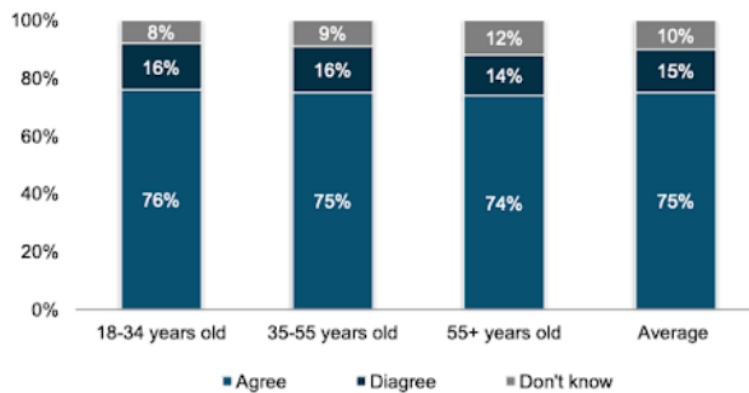


Figure 3: Healthcare experience

(Source: <https://www.smartinsights.com/>)

Here the customer experience emerges in the "Live with Life" company. It is the best component in the competitive stage.

Health care on demand

Through websites, smartphone applications, or even home visits, on-demand healthcare links patients with trustworthy healthcare professionals who are accessible in real time. We have grown accustomed to on-demand in the retail industry, and this tendency is expanding in healthcare as one consequence of shifting customer expectations.

The COVID-19 epidemic brought to light the fact that individuals place a great value on their health and well-being (Melewar and Skinner, 2020). Some numerous different illnesses and disorders call for medicines, even if it's not coronavirus. It will remind the customer that this firm gets included in all people's "Health care demand".

Importance of growing in "Omnichannel"

Healthcare organisations have lagged behind other businesses, which have already undergone extensive omnichannel transitions. The ability to deliver an experience via all channels will be more crucial as customer expectations change. This channel has been taken as the main motive for brand development which is better in the case of delivering success for market research to "Live with Life".

The framework races

The "RACE marketing planning methodology" from Smart Insights offers a framework that addresses the difficulties of reaching and enticing consumers to promote sales and repeat business. It provides marketers with a framework for creating an integrated marketing plan that spans the whole customer lifetime and is built on the traditional marketing funnel (Escalada,

2019). Every company should maintain a competitor's motive in case of future development, if there is not any competitive segment company cannot develop easily.

3. Recommendation

Healthcare consumerism has had a profound impact on how healthcare professionals must now market and deliver their services. Nowadays, customers want something "healthcare experience" where technology is as a revolutionary and technologically advanced as any other industry. Healthcare consumerism has had a huge impact on how "healthcare practitioners" is required now market and deliver their services. Nowadays, customers want an institutional "healthcare experience" that serves as technologically advanced and technologically advanced as any other industry. So the maximum number of technological sensations should include "Live With Life". Additionally, to improve engagement, healthcare firms must offer value-added services including quick access to information, on-time appointments, and excellent provider communication. Whether on purpose or not, it has to be a part of every interaction people have with the "Live with Life" brand. This recommendation will help this business for the next 3 years develop and make strong gestures.

4. Conclusion

³ The importance of "brand management" may be attributed to many factors. It helps to boost "customer lifetime value" along with customer loyalty as well as the creation of an emotional connection in and out of the client and the company. A corporation can also benefit from "brand management" by charging a higher price for its goods or services. "Brand management" is crucial since it determines how the general public views products. Without "brand management," "consumers" might not stick with a product line or decide to make more repeat purchases from a business after a satisfying transaction. Dependable "brand management" may result in higher short-term sales volumes as well as higher long-term financial success thanks to loyal consumers. Here the "Health and Fitness" sector has been chosen in the case of building businesses because the legislature of the fitness sector is more different than others. Whether other businesses are maximum sound for profitability or profit maximisation but in this sector, the company needs to remind that customer satisfaction is the priority.

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