

Department of Accounting & Information Systems



ACCT/INFO GROUP PROJECT SUBMISSION

CASE STUDY/PROJECT TITLE

Please complete all sections of this sheet, sign the declaration and attach the sheet to your project.

The next panel must be completed by all team members, **including** the agreed proportion of work done on the project. (For example, if all members of a team of four made equal contributions then enter 25% for each team member.)

	Student ID No.	User ID e.g. afg21	Student Names: (Surname first & alphabetical order please)	Proportion % (Agreed by group)
1)	68780626	Daa39	Donal Aul Azlen	25%
2)	15904794	dsm106	Smith Daniel	25%
3)	21229382	mas264	Sy Alexis	25%
4)	68780626			
5)	67155942	dyo17	Young Daniel	25%

Honesty Declaration

- I declare that this is an original assignment and is entirely my own work.
- Where I have made use of the ideas, words or work of others, I have acknowledged the source in every instance.
- Where I have used any diagrams (including modifications) prepared by others, I have acknowledged the source in every instance.
- I am aware of what constitutes cheating, and the penalties for plagiarism and cheating as described in University publications.
- I am aware that the content of this written work may be checked against an electronic database.

I have read and fully understand the Honesty Declaration above, and hereby certify that this item of work submitted for assessment is entirely the work of the members of the group, in the proportions stated.

Signed . . .

1) <u>Aul</u>	3) <u>Alexis Sy</u>	5) <u>Young</u>
2) <u>Smith</u>	4) _____	

Under the University Regulations, evidence of any of these or other forms of dishonest practice by any student(s) represents grounds for disciplinary action and may result in penalties ranging from denial of credit for the item or work in question, to exclusion from the University.

Project Scope

Business Profile

Fictitious recreation centre based on field research (heavily based on UC Rec Centre)

Centre Name - Ilam Recreation Centre

Description - The Business for our analysis is a non-fictional recreation centre based on our field research. The Centre name is Ilam Recreation centre, which is a privately owned commercial centre based in Ilam. The facilities the centre has available for use are a fully equipped weights room, 2 indoor basketball courts, an indoor badminton court and private rooms for Zumba and boxing classes. The Centre offers 3 main forms of services.

1. Gym membership
2. Court/indoor Facility hire
3. Purchase of products

The products offered include basic activewear, small range of supplements and gym accessories. There are two main membership types being basic and premium, and a flat casual rate for casual visits. In general, the target audience for Ilam Recreation Centre is anyone interested in fitness but as the centre is based in Ilam there is a focus on targeting University students for membership. Hence a deal is offered for students in order to make membership more appealing and to compete with other fitness centres in the area. A variety of classes are offered to members on premium membership, for example yoga, Zumba and aerobics.

Membership Fees Table

Membership Type	Joining Fee	6 months		12 months		Student discount 20%
		Public	Student	Public	Student	
Basic	\$50	\$180	\$144	\$360	\$288	
Premium	-	\$300	\$240	\$600	\$480	
	Public	Student				
Casual Entry	\$10	\$8				

Business Analysis

Revenue model

- The revenue model for Ilam recreation centre is mainly subscription based with two main membership deals.
 - Basic Membership – Access to the weights room and sports facilities (no access to classes)
 - Premium membership – Access to the weights room, sports facilities and free access to all classes.

But the centre also offers sale of merchandise, booking of courts and personal trainers which can be purchased both on the website and in store. There is also a flat rate price for any casual visits.

Value Proposition

- Convenience – All products and services can be accessed online through the website. For example, membership sign up can be complete through the website, the purchase of products and booking of sport facilities can also be accessed online at home.
- Value
 - Ilam recreation centre offers membership prices equivalent to, if not cheaper than competitors that use a similar revenue model. The gear and facilities provided are of top quality and are well maintained.
 - Student discount is also offered being as the centre is based in Ilam near the university. And in order to compete with the university gym the student discount is in place to encourage students to sign up.
- Guidance – in the form of trainers to help those new to the Centre get started on their fitness journey.

Market Opportunity

- Being that there is a large fitness movement nation-wide (according to source) there is great opportunity to be capitalised on within the fitness sector, especially in Christchurch as according to sources interviewed within our market research Christchurch has seen a vast increase gym/fitness participation.
- The fact that the centre is also based in Ilam presents the opportunity to attract university students, especially with the offered student discount.

Competitive Environment

- The main local competitors for the Ilam recreation centre are:
 - The UC Rec Centre
 - Snap Fitness Riccarton road
 - Anytime fitness Riccarton road
- These three businesses are direct competitors of the Ilam Recreation Centre being that they are also offer weights rooms. Only two of the three businesses follow a similar revenue model to the Ilam Recreation Centre, as the UC Rec Centre technically offers free membership to students.

Competitive Advantage

- Of the three competitors, only two follow a similar revenue model to that of the Ilam Recreation Centre. And so, in order to compete with them the membership subscription fees are competitively priced.
- The offer of student discount gives Ilam Recreation Centre a competitive advantage over both Snap and Anytime Fitness.
- As Ilam Recreation Centre offers the sale of relative fitness products and the bookings of sport facilities, there is a competitive advantage over that of Snap and Anytime fitness as they do not offer any products or services as substitutes.

Market Strategy

- Local marketing strategy is regular pamphlet drops to the houses in the area to breed awareness for initial start-up. As the majority of local residents are university students the pamphlet drops should help create awareness amongst students which is one of the Ilam Recreation Centres target audience groups.
- Online marketing in the form of a Facebook page and website site advertising are the main means of attracting external customers.

Website Business goals

In general, the business goals for the site are that it is to be designed in way that allows users to easily access general information about the Centre, such as location, contact details and the Centre staff. A system to support payment through the website will need to be included in order to provide the convenience of subscribing to a membership plan, booking a trainer or purchasing an item from the store online. The goal for the website is that it will handle the bulk of customer traffic, as opposed to in store purchases to keep required in house staff numbers at the lower end of the spectrum.

Website Design Goals

Generic Design Goals

- As far as generic usability of the website goes, the goals are that the website is:
 - User friendly
 - Clean and presentable
 - Provides all relevant information
 - Can accommodate the intended specialised functionality

Specific Design Goals

- The specific design goals based on the specialised requirements for The Ilam Recreation Centre are:
 - Payment system

- o Ability to purchase items through the website
- o Ability to sign up as a member
- o Booking of sports facilities (courts etc..)
- o Appointment booking for personal trainers
- o User login with user details (membership status etc..)

Revenue Model Design Influence

As the Ilam Recreation Centres revenue model includes three main revenue streams, the website will need several different webpages to handle each. The goal is to have one main webpage for product purchases, bookings and membership subscription each of which will need support pages in order to handle specifics.

Value Proposition Design Influence

In regards to the value proposition the website is to provide convenience in that the bulk of products and services offered by the Centre will be available for purchase through the website. The goal is that the website will have a payment system that will allow users to purchase items stocked by the centre, subscribe to a membership plan and book trainers and sports facilities through a webpage.

Target Audience Design Influence

The target audience for the Ilam Recreation Centre is students and sports teams and in general anyone interested in fitness. Because of the diversity of the target audience the website will likely see users with a range of tech skills and so will be designed to accommodate a base case user with little to no technology skills. By producing a website that has a fluid and purposeful format and layout in order to provide an easy to navigate interface for inexperienced users, the goal is that anyone who has browsed a website before will be more than capable of navigating the Recreation centres website with ease.

User Profiles and Roles

User Profiles

Profile 1

- Female mid 20's, part-time polytechnic student who likes to keep fit and socialise with people in her own age near her area so she goes to Zumba once a week to keep fit and have fun while exercising.

Profile 2

- Male early 20's, full-time university student who likes a good workout with the right contact

by attending Thai-boxing classes at the gym nearby three times a week, in hoping to increase his fitness regime and be an amateur fighter.

Profile 3

- Female late teens, undergraduate student wanting personal fitness wanting individual training. Wanting to keep fit and healthy.

User Roles

Role 1

- Rec Centre manager - in charge of the day to day business to keep the rec centre running, mainly checks the website for feedbacks for the Rec Centre, but also handles and signs off on court bookings and purchase orders if anything irregular occurrences i.e. changing a purchase order at a customer's request.

Role 2

- Receptionist - in charge of court bookings, and purchase orders made online by the rec centre customers. Can also handle general enquiries made by the rec centre customer, serving as a 'middleman' between the rec centre manager and the rec centre customer.

Role 3

- Rec Centre Customer- uses the website to book courts at particular times, buy merchandises off the website and check up on information regarding the rec centre. Can also sign up as a member on the website and ask questions regarding the rec centre which is handled by a rec centre staff or other rec centre customers through the forum.

Role 4

- Rec centre gym staff – Maintains the gym equipment and helps the manager maintain the gym in an overall. Works closely with the rec centre manager by regularly checking the website for feedback from the customers on the gym equipment condition, gym standards and expectations in the feedback forum within the website. Uses the website as well to check if they are booked for a session to help customers with the equipment's and their workout sessions.

Personas

Persona 1



Eliza Muse is a 24-year-old, recent university graduate who likes to keep in touch with her former university classmates by booking a badminton court for her and her friends to use each Saturday morning at 10am to 11am. As she does this every week and this is the only time that can accommodate her and her friends busy lives she would like to reserve the court months at a time ahead of the scheduled booking so she doesn't have to visit the website each week to book the court they desire. At this current time the rec centre website can only allow bookings two weeks ahead of the current time.

Persona 2



Jane smith is an 18-year-old undergraduate student studying Computer Science. She is wanting a cheap solution for fitness training. She wants a personal trainer for a one on one fitness training. She is wanting to train to keep herself fit and healthy and to keep her mind clear for upcoming exams. She would prefer to train with us as the rec centre at the university doesn't really have personal trainers for individual people.

Persona 3



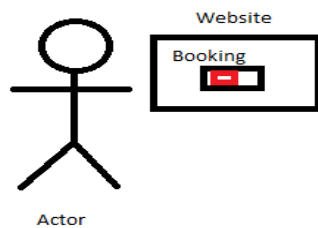
Ian Carl is 20 years of age, a second-year commerce student who loves contact sports. He enjoys playing rugby, and seeks an extra workout regime to strengthen himself. He attends wrestling classes every Tuesdays and Fridays, and goes to the gym every other day. Now, he wants to mix his schedule and attend Thai-boxing classes but they are clashing with his current wrestling class. He wants to know if we offer the classes and if they were clashing, could it be rearranged as the current gym have their schedules fixed and it's not possible for him to attend both classes.

Use Cases

Use case scenario 1

- Customer booking a court

Use Case Instance 1: Blue skies scenario



Description

- The actor which is a customer of the rec centre is trying to book a court on the rec centre website instead of booking through the rec centre receptionist.

Assumptions

- The Actor is a member of the rec centre, so the actor is able to do booking on the website. (Same for the other instances).

Pre-conditions

- The actor has logged in on his account on the rec centre website. (Same for the other instances).

Steps

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book and based on this knowledge, they select the time they want and is currently available to book.
3. The system acknowledges the booking by an alert popping up saying that the actor has successfully booked the court at the time that they chose.

Post-conditions

- The customer/actor has successfully booked a court through the rec centre website and is able to go to the specific court and time that the actor chose.

Benefiting actor

- The actor and the rec centre receptionist (does not have to book it manually for the customer).

Use Case Instance 2: Unsuccessful booking

Steps

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book, but tries to book a time that is already booked.

Post-conditions

- The system acknowledges the unavailable booking by an alert popping up saying that the time selected is unavailable and to try to book a different time or a different court.

Benefiting actor

- The rec centre website manager can improve the booking page and make it impossible to try and book a court at an unavailable time slot (ie. make time slots that are unavailable not seen to customers trying to book a court), which benefits future customers from trying to book a time slot that is unavailable.

Use Case Instance 3: Wrong time slot selected

Steps

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book, but accidentally selects and confirms the wrong time slot.
3. The system acknowledges the booking by an alert popping up saying that the actor has successfully booked the court at the time that they chose.

Post-conditions

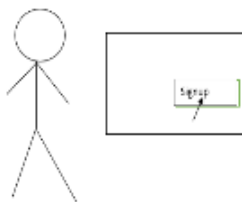
- The customer/actor has to email/dial the rec centre receptionist to either cancel the booking or change the time of the booking they initially selected.

Benefiting actor

- The rec centre website manager can now add an “are you sure” pop up after they confirm the booking, so the customers can revisit the booking and make sure they have booked the proper time and court. Also future customers who book on the website benefit from making this mistake as it becomes harder to make this mistake.

Use Case Scenario 2

- customer trying to sign up for membership



Use Case Instance 1: Blue skies scenario

Description

The actor which is the customer has heard about the rec centre and is signing up for the subscription.

Assumptions

The customer has contacted different rec centres and determined this one may be able to suit their needs the best.

Pre-conditions

The customer has a stable internet condition to complete the signup process.

Steps

1. The customer chooses their username and password
2. The customer enters their email address
3. The customer selects the type of membership they want
4. The customer enters their credit card details and confirms the details
5. An email is sent the customer with a link they click to confirm their registration is proper

Post Condition

- The customer has successfully signed up to the rec centre and can access the facilities and make purchases.

Benefiting actor

- The actor benefits because they now have access to the rec centre, but the rec centre also benefits as they have another customer to provide their service to and make the money they need to keep providing the service to others.

Use Case Instance 2: Card type not accepted

Steps

1. Actor/Customer enters their payment method which is a MasterCard.
2. The customer submits the information but the system says that the card type is not supported when it is an option in the payment method.

Post Condition

- The customer was unable to pay so they contacted the rec centre and told them the problem. They give him the first month subscription for free and fix the problem on their end.

Benefiting actor

- The rec centre are the main party that benefits as they found out about the problem earlier rather than later and were able to fix it. They also helped the customer and admitted it was their problem and not the customers. Now the customer is there three or four times a week and has a 12-month subscription.

Use Case Instance 3 Password not accepted

Steps

1. A customer tries subscribing for a three-month subscription and enters all their details.
2. The system says password does not match requirements and must be eight characters long with a special character and capital letter.
3. The customer tries this but again does not accept the password.

Post Condition

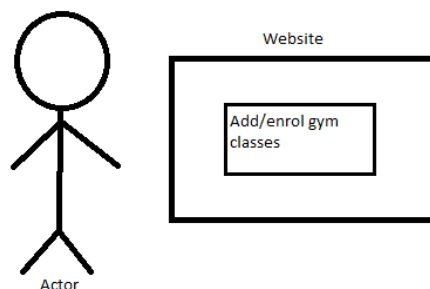
- The customer contacts the rec centre and they say it was the customers fault because he was clicking login instead of signup. He hangs up and the re centre take the login button away from the subscription service.

Benefiting actor

- The rec centre fix the problem and retest that part of the site with users and there are no problems.

Use Case Scenario 3

- Customer allocating gym sessions/classes



Instance 1: Blue skies scenario

Description

- The actor which is the customer of the rec centre is attempting to attend multiple gym classes by going through the website to allocate the classes.

Assumptions

- The Actor has the membership required

for the rec centre, so the actor is able to log on, view and allocate gym classes through the website. (Same for the other instances).

Pre-conditions

- The customer must have a rec centre account and a stable internet connection to successfully view and select the preferred classes to join.

Steps

1. The customer goes on the website and views the classes offered.
2. The customer could identify the classes that he/she wants to attend. The customer then decides based on the information such as type of class, duration of class and available timeslots that are given.
3. The system acknowledges the changes with a pop up alert confirming the action and the

actor has successfully allocated his/her selected gym classes to attend to.

Post-conditions

- The customer/actor has successfully booked the classes through the rec centre website and attend the classes.

Benefiting actor

- The customer does not have to physically go to the rec centre and register with the receptionist. The rec centre receptionist does not have to allocate the classes and help the customer as it was done manually by the customer.

Instance 2: Unsuccessful registration/allocation

Steps

1. The customer selects the classes he/she want to book.
2. The customer sees the time slots available for the classes they want to book, and tries to book for the preferred slot.
3. The customer chose the preferred class but was unsuccessful due to the class being full.

Post-conditions

- The system replied with an error pop-up stating that the class session is unavailable as it is full and gave other options on the empty slot sessions for the current class.

Benefiting actor

- The customer managed to attend the classes that he/she wanted to sign up for and the rec center retains a satisfied customer.

Instance 3: Clash of gym classes

Steps

1. The customer selects the classes that he/she wants to attend.
2. The customer sees the time slots available for the classes they want to book, and tries to book for the preferred slots.
3. The website shows that the time slots for the chosen classes are available, but the classes are clashing with one another therefore making the customers attempt to have multiple classes in one day unsuccessful.

Post-conditions

- The rec centre advised the customer on the other time slots for the classes on different days and helped building a personal session that accommodates to the customer's schedule preference.

Benefiting actor

- The customer was able to create a personalized schedule with the help of the website that accommodates to his/her time. A staff member from the gym helped with the process and this reinforces the credibility of the gym.

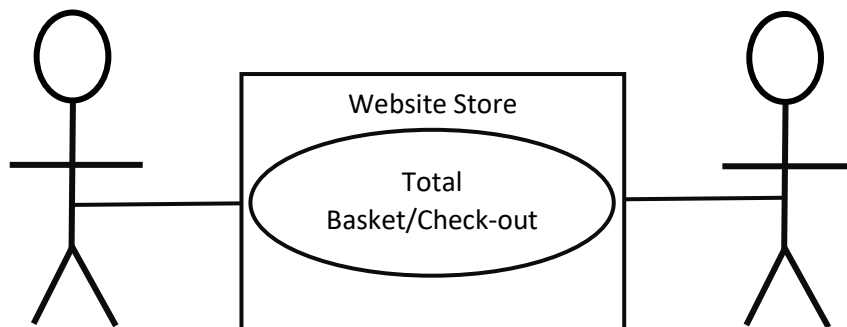
Use Case Scenario 4

Scenario

For this scenario, the actor is a customer and is attempting to purchase x number of products through the online store by initiating the check-out process.

Use Case Instance 1: Idealistic instance without issues

Use Case Diagram



Description

The customer has initiated the check-out process of the online store with x number of items to their basket to pay for the items.

Assumptions

- The product database is up to date
- There is sufficient stock of the products in the basket
- The network connection between the user the server is stable

Preconditions

- The user's basket is not empty
- The user has initiated the checkout process

Postconditions

- The total cost of the user's basket has been calculated
- Payment for the items has been validated

- Delivery details have been provided
- The ordered has been confirmed

Steps

1. The user has accessed the online store via the website
2. The user adds products to their cart
3. The check-out process has been initiated
4. Delivery information provided and validated
5. Payment information provided and validated
6. Order confirmed

Benefiting actors

- The customer has benefitted from the transaction as they have purchased their desired goods
- The Recreation Centre has benefitted as a profit has been made on the purchased items

Use Case Instance 2: Unstable Network Connection

Description

The user has attempted to initiate the check-out process but has been disconnected from the website due to network stability issues caused by excess traffic accessing the website at the same time.

Assumptions

- The check-out process has been initiated but fails due to network stability issues
- The user is accessing the website at the same time as many other users
- On reconnection attempt the user has access to the website again

Preconditions

- The user's basket is not empty
- The check-out process has been initiated

Postconditions

- The user has regained connection to the website
- No forms of validation have been completed as the check-out process has been interrupted
- The user's order has not been placed due to interruption
- When the user reconnects to the website they still have their selected items in their basket

Steps

1. The user has accessed the store via the website

2. Items have been added to their basket
3. The check-out process is initiated but is interrupted
4. Network stability issues cause the user to disconnect from the store
5. The user refreshes the page and has access to the website again and is free to reinitiate the check-out of their goods

Benefiting Actors

The only benefitting actor in this case is Recreation Centre itself, as if statistics about the disconnects due to heavy traffic have been recorded they can later be analysed. Which could provide the centre with the knowledge of whether they need to upgrade their server hardware in order to accommodate traffic.

Use Case instance 3: Invalid credit card

Description

The check-out process has been initiated by the user and payment details have been entered but are not valid due to an input error.

Assumptions

- There are no connectivity issues between the client and server
- The user has input an invalid credit card number

Preconditions

- The check-out process has been initiated
- The user's basket is not empty
- Delivery details have been validated

Postconditions

- The users credit card will be denied
- The order will not be placed until valid details have been entered
- The user will be prompted that their input was not valid
- The user will be prompted to re-enter a valid credit card

Steps

1. A customer has accessed the online store via the website
2. The customer has browsed the store and added some items to their basket
3. The check-out process is initiated by the customer
4. The basket items are totalled
5. All validation checks leading up to credit card entry pass
6. The user incorrectly enters their credit card details

7. The credit card is rejected by the website and an invalid input error is raised
8. The user is prompted to re-enter a valid credit card

Benefitting Actors

The benefitting actor in this instance is the website management team as they can see that the credit card validation process is functioning correctly.

Content List

Page/Category	Page Content	Need Text	Need Picture
Home	Membership Advertisement- advertising basic and premium membership of the Ilam Rec Centre.	Yes	Yes
	Navigation Bar*	Yes	No
	Description of Rec Centre- shows what facilities we have and classes that are offered through the rec centre.	Yes	Yes
Login	Navigation Bar*	Yes	No
	Login Form- Rec centre customers need to fill in details of username, password to be able to buy products, book courts and classes through the website. Also trainers need to fill in their login details to know if they have an appointment with a customer	Yes (field name)	No
-Schedule	Timetable- shows classes, trainer appointments and court bookings customers currently hold, for a customer account. For a trainer account, shows a timetable of current training sessions with customers	Yes	No
-Feedback	Forum- can only be accessed by logging in through the site. This is where customers can be connected to the rec centre staffs and the other customers to discuss	Yes	No

	membership, products offered, classes, courts, etc... to the Ilam rec centre community		
Signup/Register (Website)	Navigation Bar*	Yes	No
	Register Form- Used for customers to be able to login in the website by filling out a basic web application form that includes their username, email, password and optional fields for address and credit card details.	Yes (field names)	No
Membership Signup	Navigation Bar*	Yes	No
	Membership Register Form- Used for customers to sign up to a membership (basic/premium). Fills in a basic application form of personal details, after reviewing the form the site takes them directly to the shop checkout to be able to buy the membership online.	Yes	No
Contacts/Info	Navigation Bar*	Yes	No
	Description of rec centre- Includes phone, email, address, key staff members	Yes	Yes
Booking	Navigation Bar*	Yes	No
-Sports Facilities	Timetable- used for customers to book a certain court at a certain time.	Yes	Yes
-Trainer	Timetable- used for customers to book a certain trainer at a certain time.	Yes	Yes
Shop	Navigation Bar*	Yes	No
-Products	Deals- shows the current products that are on sale.	Yes	Yes
	Description of products- shows the products that are offered through the website with each of their description and an image of what the product looks like	Yes	Yes

-Checkout	Review of products- shows products that the customer currently has clicked to buy.	Yes	Yes
	Credit card information input- customers fill in their credit card details to be able to buy the product, autosaved if filled in through the signup/register form.	Yes	No
	Address information input- customers fill in the address they want the product/s they ordered to be shipped to, autosaved if filled in through the signup/registration form.	Yes	No

* navigation bars list the main webpages of the site (home, login, signup/register, membership signup, contacts/info, Booking, Shop)

Project Management

Regular meeting time - every Tuesday afternoon 1pm - 3pm

Roles

- Coordinator - Daniel Young
- Project Manager - Daniel Smith
- Interviewer / Researcher - Alexis Sy, Danial Azlan

Critical Tasks			
To Complete	Description	Complete	Date Completed
Business Research <ul style="list-style-type: none"> • target audience, interviews • Company Interview • PT interview 	Various Interviews to be completed with UC students, non-UC students, a personal trainer and the general manager of the UC Rec Centre	<input checked="" type="checkbox"/>	10/03/2017
Project Plan/Outline	Create a document outlining all of the key aspects of the assignment and any draft ideas.	<input checked="" type="checkbox"/>	14/03/2017

Mock Business Profile (based on field research)	Write up a mock business profile to describe the business the assignment is based on	✓	19/03/2017
Draft Business analysis (business model)	write an Initial Draft copy of the business analysis section of the assignment	✓	19/03/2017
Final Business analysis and website goals	Finished copy of the Final business analysis section of the assignment	✓	28/03/2017
3 x User profiles	Create 3 user profiles based on business research	✓	21/03/2017
3 x Personas	Create 3 Personas based on the User Profiles	✓	21/03/2017
4 x User Roles	Create 4 user roles for the rec centre based on research	✓	28/03/2017
4 x Use Cases	Each person to create 4 use case scenarios three instances of each. One instance where it passes, two where it fails	✓	28/03/2017
Report proofread	All group members to proofread report	✓	29/03/2017
Content list	Content list to be added when checked	✓	29/03/2017

Week Of 05/03/2017		
Group Member	Current Tasks	Date Due
Dan S	Business Research, interview and project plan	14/03/2017
Dan A	Business Research and Interview	14/03/2017
Dan Y	Business Research and Interview	14/03/2017
Alexis	Business Research and Interview	14/03/2017

Week Of 12/03/2017		
Group Member	Current Tasks	Date Due
Dan S	Mock Business profile and draft analysis	21/03/2017
Dan A	1 User Profile and persona	21/03/2017
Dan Y	1 User Profile and persona	21/03/2017
Alexis	1 User profile and persona	21/03/2017

Week Of 19/03/2017		
Group Member	Current Tasks	Date Due
Dan S	Final Business analysis and website goals and use case	28/03/2017
Dan A	user roles and use case	28/03/2107
Dan Y	user roles and use case	28/03/2017
Alexis	user roles and use case	28/03/2017

Week Of 26/03/2017		
Group Member	Current Tasks	Date Due
Dan S	Formatting of Final Report	31/03/2017
Dan A	Content list	31/03/2107
Dan Y	Content list	31/03/2017
Alexis	Content list	31/03/2017

Stakeholders

UC Rec Centre general Manager

- Daniel Young and Alexis Sy conducted an interview with the general manager of the UC Rec Centre in order to get an idea of what their business model was, how they implement any forms of e-commerce and the general activities/processes involved in running a Recreational sports facility.

City Fitness Employee and personal Trainer

- Danial Azlan and Daniel Smith interviewed a city fitness employee and personal trainer to get a better understanding of what working for a sport facility is like and how city fitness implements their membership system, how booking of personal trainers is handled, what their target audience is and how they market to said audience.