**Business Profile**

Fictional recreation centre based on field research (heavily based on UC RecCentre)

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 equipt 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. 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.

**Business Analysis**

* **Business model**

Mainly a subscription based model for gym membership and special classes offered like zumba and boxing, but also has one off payment for bookings of basketball and badminton courts. Another way they make money is through e-commerce of the products they sell.

* **Business goal for the site**
* **Value proposition (Why people go to this rec centre)**

-personalisation, convenience, value for money, special classes, trainers, state of the art equipment