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| |  | | --- | | **KEY PARTNERS** |  * Trainers/Instructors * HMOs * Old Clients * New Clients(specific fitness needs) * Health & Wellness Charity Organizations * Advertisement Companies * Investors/Board/Administrator | |  | | --- | | **KEY ACTIVITIES** |  * Retain old & attract new clients * Creating visibility of the business * Generating revenue * Ensuring clients achieve   their goals   * Fitness Assessments | |  | | --- | | **VALUE PROPOSITION** |  * Online fitness sessions * Improved internal process * Personalised programs * User friendly website for both Clients & Administrators * Wide range of programs (even for specific fitness needs) | | |  | | --- | | **CUSTOMER RELATIONSHIP** |  * Self-services /Personal trainers available * User friendly website to book their sessions, check activity logs, input health details etc. | |  | | --- | | **CUSTOMER SEGMENTS** |  * Clients within the age range of 16+ and above that desire to be fit and healthy * Clients with specific fitness needs (e.g. post operation clients) * Clients that want training sessions from comfort of their homes |
| |  | | --- | | **KEY RESOURCES** |  * Readily available funds * Advertisement * Trainers/Instructors for both online and physical locations * Administrators | |  | | --- | | **CHANNELS** |  * User friendly website * Various advertisement platforms |
| |  | | --- | | **COST STRUCTURE** |  * Personnel Salaries/Wages * Administrative expenses * Advertisement expenses | | | |  | | --- | | **REVENUE STREAMS** |  * Subscription fees * Gym wear sales | | |