**XTREME WELLNESS 005**

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| **STRENGTH** | **WEAKNESS** |
| * It's an existing business with a client base. * It has a physical location with instructors and its apparatus. * The gym provides training on various workout routines. * Unique Content. * User Friendly Design. * The user experience is easy and fast. * More profit. * Scheduling gym sessions catered to specific needs | * It has less clients compared to its competitors. * Trainer may not be able to verify if trainee is in sync with training routine . * Limited access to equipment. |
| **OPPORTUNITIES** | **THREATS** |
| * Training programs for online members. * Ability to generate revenue. * New market segments and niches. * To get up to par with current industry trends and standard and eventually surpass it. * New technological developments | * Other gym competitors with similar ideas and new competitors. * Effects of COVID pandemic. * Economic and social factors such as inflation. * New regulations or restrictions |

**Recommendations:**

* **Competitors**- will always be in the market. However, creation of programs for special fitness needs will give the edge over competitors which will in return help in achieving customer retention**.**
* **Economic factors e.g. inflation-** are almost unavoidable as its hits the economy as a whole. However, the more the gym is focused on generating more revenue, the more it helps in ensuring the business is stable.
* **Routine Syncing** - in order to ensure there is a sync in the trainer's and trainee's routine, it's advisable to ensure there is a good internet connection on both ends so as for the trainer to keep tab with the trainee.
* **New regulations**- changes in regulations are to be looked out for so as to ensure the gym is updated as deemed necessary.