



- **DR Hossam Hassan Al-Hakami**

By:

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Group : 1

■ **Description:**

- Platform links between “Gym” and “Customer” .

■ **Goals:**

- Facilitate attracting customers and increasing the rate of competition.
- All ages male and female to facilitate the search for a suitable Gym.
- Provide more awareness and advice for each customer.
- increase their communication with customers.

■ **Target audience:**

- Gym & Health clubs.
- People.
- Nutrition specialist.
- Coaches.

■ **Competitive Advantage:**

- Easy to use
- The possibility of opening a personal account to the customers
- The possibility of opening a personal account to the coaches.
- The possibility of opening a personal account to the nutrition specialist.
- The possibility of opening a special account to the gym & health.
- The possibility of registering the client in the appropriate gym. >>in future<<
- Offering special services and exclusive offers.

■ **The Function Used:**

- Home page with discounts and search area for the right Gym.
- Create a personal page for the client and follow his progress and achievements.
- Make a special page for the Gym to facilitate the attraction of customers.

■ Choose a Brand for the project:

We chose Brand name as "S7Y" because it is less used and contains more meaning and ease of attracting people to the name of Brand.

● The project will be Content for Seven Services :

- 1- Gym club.
- 2- Health club.
- 3- Diet food.
- 4- Coaches.
- 5- Nutrition specialist.
- 6- Sports Equipment.
- 7- Contact with Doctors.