

FITFOCUS Health Club: Case study

FitFocus is a Fitness & health club that offers a full range of services to its clients. Recently, competition is keep growing stiff and strong, would be an alarming driver to augments operations and also to develop sustainable practices for FitFocus. While FitFocus tops among serious fitness buffs, it has not attracted a wide spectrum of members. Karan Merchant, Owner and manager, has decided revamp and re-structure the entire facility. In order to do, FitFocus conducted a feedback survey to find out the preferential choices and factors which may ensure best values towards customers and as well as the club.

FitFocus Vision: To become strong leader among health and fitness club services in Karnataka.

FitFocus Mission: By ensuring 'dynamic & state of art facilities' and congenial environment, providing best values to meet the customer requirements and reach beyond.

Existing layout:

Free Weight	Functional	Agile	Rigs & Storage
Aerobics	Weight Loss	Strength	Cardio

Feedback Recommendations:

1. The cardio machines get occupied too fast on weekend days.
2. Too much to shuttle from one area to other area to get preferred workouts and machines.
3. Short sprints and workout protocols ranging from 30 minutes and more - to be developed according to age, gender, fitness and health.
4. People preferred to do 'team or group workouts' needs separate regimes, space allocation and provisions of instruments.

5. To fill empty spaces on non-busy timings of week days, special / attractive promos /offers to pull crowd.
6. Exclusivity for preferred customer to do workouts in private with or without trainers.
7. Video displays along with music in shared workout areas.
8. Separations of customers based upon their time/workout needs into groups and allocation of time of preferences.
9. Circuit training, Aerobic/Anaerobic training, Interval training and Strength training – kind of extensive range of training catalogue to be implemented.
10. Avoiding crowding over popular machines at once.
11. Exclusive exercise packages for ‘children, adults, pregnant and aged’ like provisions.
12. Therabands, Swiss balls, Plinths – like fun driven dynamic exercise instruments to be added more.
13. Yoga, meditation, relaxation therapy items to be incorporated.
14. Developing detailed tariffs and packages according to the requirements of individuals, groups/teams, companies/corporate, etc
15. Ensuring safety provisions by installations advanced security measures and tools.

Questions: (Try to incorporate feedbacks into the following questions)

1. How can ‘FitFocus’ update its facility to attract new customers? How could something as simple as revising the layout help?
2. It is your job to design a new layout for FitFocus. What are the metrics to be considered before setting up of gym? (Develop and gather assumptions of prior visited gyms’ design / layouts, the customer flow, lead or cycle time of workout regimes, unused space, and bottlenecks).
3. Draw a simple diagram of your proposed layout. (You’ll want to be more detailed than the original layout.)
4. How does your layout respond to the comments collected by Shannon and serve the future needs of FitFocus?
5. If at all, FitFocus expand their services to more towns, how would you recommend different formats to cater the different needs?