

Platinum Gym

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Summary

The gym that we are opening is going to be a prestige gym in Downtown Tampa that will be \$50 a membership. We wanted to make this gym to differentiate from the other gyms and make your experience with us the best it could be. We wanted our customers to have certain features and benefits that would allow them to know this is a place more than a gym and be able to make use of their membership. Every other gym, you will be there for an hour or two to just workout but with our features it will make you want to stay all day. The features we provide are a basketball court, sauna, racquetball courts, laundry room, etc. We want all customers to have a safe environment where they can work out and have confidence to come to the gym whenever they want. Everything is new in our gym and we provide the best customer service for you guys to have that enjoyable experience.

Product Description

The product we are trying to sell is a premium gym that offers a wide variety of amenities, top-of-the-line equipment, and plenty of benefits for its members. We want each person that comes to our gym to be able to get fit in an enjoyable environment and be able to work out without getting judged. At our gym, you can do everything such as work out, play various sports on our different courts, take classes with instructors, and enjoy smoothies at our café. We offer free weights up to 135 LBS and a large selection of machines to work out. The gym is located in Downtown Tampa.

SMART Objectives

Specific: Our goal is to gain new members by advertising our gym on social media platforms. In the first year, the number of members will be 300 and the revenue would be \$150,000.

Measurable: We hope to accomplish our goal by attending networking events and placing ads on popular social media platforms such as Twitter, Instagram and Tik Tok. To get 300 members for the year, the gym would have to receive 20 new members each month. In order to get our goal revenue, the income would have to go up eight percent each month.

Achievable: Realistically, we would be able to network our company on Tik Tok and Instagram to reach younger audiences. Also having ten new members each month would more than likely happen for a new gym. This gym will be able to increase its revenue by 5% every month.

Relevant: We want to expand over every social media platform since we are new and want to expand our brand name. The ten new members would be loyal members who could help provide new members.

Time-Bound: We are hoping to reach 1,000 followers on Instagram and Tiktok in a year. In the first two years of being open, we are aiming for 500 members that would participate in the gym. The gym would want to make ten percent more each year as the company progresses.

Competitive Advantage

The competitive advantage of this gym is differentiation. It is a top-tier gym, providing the highest quality equipment and a large variety of options. In comparison to its competitors, this gym offers several premium features that are of substantial value to customers, as will be detailed in the next section of this report. The appeal of the quality of these features increases the likelihood that potential customers choose this gym over other competing gyms.

Features and Benefits

The features of this gym include standard equipment such as treadmills, stationary bicycles, training benches, dumbbells, ellipticals, smith machines, kettlebells, barbells, and rowing machines; a pool; a basketball court lined with a track along the edges; a racquetball court; rooms for fitness classes; locker rooms; a laundry room; a café; tables and seating; and water fountains with bottle fillers.

The two main benefits of this gym are peace of mind and confidence. In general, going to a place to move in ways that are good for the body results in peacefulness and contentment, and working out and exercising increases confidence in oneself. But this is even more so the case for this gym, with its high-quality equipment and the large variety of options. Having everything one could ask for in a gym under one roof and knowing that the equipment is top-of-the-line and safe ultimately results in peace of mind and confidence for the customers.

SWOT

1. Strengths: This gym offers many amenities and personal trainers that are available to gym members. The memberships are based on a point system, which allows for members to receive discounts. Strong marketing for the gym is presented on the website.
2. Weaknesses: It only focuses on a higher income audience. We are new so it is going to take time to get customers in. \$50/month could also be too much for some people.
3. Opportunity: Sponsored by the energy drink, Powerade. Some other opportunities would be having discounts that could interest the loyal customers and new customers. Also, being able to have a trainer ready to go for someone if they need one could help strengthen the gym.
4. Threats: Competitors such as LA Fitness, YMCA, YouFit. Since it only focuses on the higher income audience, there would be less people interested in the new gym. There would be unmotivated instructors and low participation by customers and not everyone can travel to downtown Tampa.

Supply Chain Plan

The producers and manufacturers for the gym equipment are scrap companies, such as Fedca Scrap Metals, Inc. The Wholesalers would be NordicTrack. This company would gather those resources to produce the gym equipment, which are then sold by Amazon. The retailer for Platinum Gym would receive the gym equipment from the Amazon distribution center in Tampa. The cleaning supplies would be bought at stores such as Walmart or from Amazon. The personal trainers would be certified individuals and have background checks done.

Segmentation

Market Segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action. Geographically we wanted to put this gym in a high income area in the big city of Tampa. The climate is usually hot during the year and Tampa gets a lot of rain. The population in Downtown Tampa is 6700 people, which will allow our gym to thrive and have big money customers to come in.

Demographically, for our business, we will have the price of our membership at \$30, so we will target 24-year-olds and higher for our memberships. We will be targeting families and giving them discounts if you want to sign up as a family. The customers that we want to target are higher upper class that make over \$80,000 a year. We are also targeting all races to come to our gym because we want a safe place where you can workout.

Psychographically we were targeting that higher social class because it is a prestigious gym. The membership will get you a lot of stuff, and I feel like higher-class guys will want to use the basketball court, racquetball courts, classes, pool, and sauna. Lifestyle for our customers will be gym rats, stay at home moms, customers coming before and after work and most people that want to be fit.

Behavioral for our gym will be the purchase of our membership every month with deals occasionally for when you first sign up. The loyalty to our gym will be rewarded with chances to get free smoothies at our shop on the bottom floor and occasionally could get free classes. We are hoping our customers use their membership as much as they can so they can get their money's worth. The benefits of this membership will be a lot like using the sauna, classes, basketball court, etc.

Works Cited

Principles of Marketing. University of Minnesota, 2015