

Body Fitness Club: Building Dreams by Building Muscles

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Abstract

This case study tracks the journey of Nihar and Suyog two brothers who wanted to take their destiny in their own hands and hence started their own body fitness gym in order to realize their long-term dream of pursuing passion and business while making it a profitable venture.

Keywords: *body fitness, entrepreneurship.*

“All our dreams can come true – if we have the courage to pursue them.”– Walt Disney

Nihar and Suyog were maternal brothers who spent their entire childhood together. After enduring all the hardships while growing up they always felt the need to have stabilized income. They had a modest background and decided to pursue their education in Nagpur while pursuing their education they found their stress buster in fitness and body building. It was their new-found hobby which kept them engaged and avoided chances of any deviation from their main goal of education and career. After completing their education, they opted for the job. But due locational restraints they could not leave Nagpur and hence decided to continue in the limited opportunities in the city of Nagpur. The job offered a steady but meager salary which was not enough to sustain their family, so they were on a lookout for opportunities to earn additional income. During one of their discussion they came up with the idea of opening their own gym, both of them took an instant liking to the idea as it offered them a chance to nurture their passion of body building while also earning from it. Though the idea was on paper it became difficult for them to materialize the idea as they lacked the initial capital to start their own venture. Their idea was to incept a high-performance gym for the local community, providing a unique facility for those who are serious about health and fitness.

They observed that in the current times the scenario has changed and people have started body building/body fitness seriously, hence there was a huge market opportunity waiting to be tapped. The untapped market offered potential for a new body fitness gym set-up which was hard to miss, so Nihar and suyog turned their passion into earning opportunity and started their own “Body Fitness Club”

Their journey had just begun but they had early entry advantage with them. They surveyed the market for capital generation and approached different banks but banks asked for income tax return forms and other mandatory documents which neither of them had. So they decided to raise funds from their relative they took loans from relatives and private money lender as they believed in their idea and thought they would repay the loans once the business starts operating smoothly.

Nihar who was a resident of Nandanvan since long went about searching for the right location. After looking for different locations due to their low liquidity status they decided to make use of their own space. They had an unoccupied top floor in their own residence so rather than investing somewhere else they decided to open up a gym at the same place. Their home

There was no affordable alternative in their vicinity for the gym goers hence they just needed little bit of canvassing and advertising to gather attention. After the initial hiccup or two they started getting attention and wider customer

reach due to the professional body fitness services they offered at very reasonable rate. With the advancing time they hired support staff and fitness coaches to handle the ever-increasing customer base.

SWOC Analysis:

Strength:

The updated fitness machines, dedicated staff and fitness coaches were responsible for the spread of positive word of mouth. Nihar and Suyog themselves being passionate about body building was obviously an added bonus. They could themselves work hands on and showcase the correct way to the registered users which obviously helped creating the image for the gym

Weaknesses:

The gym took the nearby enthusiasts by storm and many got themselves registered. The gym boasted of all the basic requirements but did not house Yoga, MMA Free weight center which was going against the upcoming trends. Not having Jacuzzi and Steam room was also hindering them from creating a all stop solution image. The image exuberated by Gym was more macho as compared to uni-gender one which was expected by Nihar and Suyog.

Opportunity:

As the Body fitness gym was located at Great Nag road which is one of the main highways of Nagpur City, people could easily identify the gym easily. The pocket friendly offerings made the body fitness club instant hit among Middle class price sensitive customers. The Nandanvan's adjacent area majorly housed regular job doers who were on the lookout for an affordable fitness option Which body fitness center offered them. The image could work in favor of the gym in order to attract more and more customers from across the nearby areas.

Challenges:

As many Fitness clubs are getting advance as per consumer need, wants and demands. Many gyms had high tech machineries, nutritionist, yoga classes, Meditation centers, Steam bath facilities. Body fitness gym positioned themselves as value offerors against the higher priced Gyms in the vicinity.

Product or Service Description:

Body Fitness Gym is a fitness center offering personalized experience through training and group training in the Body Fitness Gym. The gym is located at main road of Nagpur (i.e. Great Nag Road) and the staff/coaches all are Certified Body Fitness Gym Trainers. Body Fitness Gym offers the services of Body Fitness Gym training, yoga, and various retail products in their shop.

Body Fitness Gym involves constantly varied, functional movements, performed at high intensity. It incorporates metabolic conditioning in the form of rowing, running, and jumping rope and gymnastic movements. Body Fitness Gym is an exercise method suitable for both youngsters and adults; it especially appeals to those with a daring courage. The coaches of Body Fitness Gym are certified and trained to coach private and group sessions. Each session includes a warm-up, a strength portion of workout, and a Weight reducing exercise.

Body Fitness Gym offers additional services like nutrition counseling, "open gym" access, and massage are included in every membership. The gym also has a small pro-shop, which sells health drinks and nutrition supplements.

Body Fitness Gym is a fitness Center that owns the Body Fitness Gym name and methodology; the corporation certifies coaches at various levels through teaching and administering an accredited test. Body Fitness Gym offers business owners an affiliation that each gym is established as a sole proprietorship and they pay to registering Authority to register the Body Fitness Gym name.

Body Fitness Gym Elevation is in a unique selling position for several reasons. The staff is a small group of passionate, qualified coaches who have been with gym since long time. They focus on Quality, understandable and safety instruction in order to make their clients feel comfortable.

Target Market & Consumer Profile

The target market of Body Fitness Gym is fitness-minded adults and their children. The demographics of Body Fitness Gym target market are men and women, teenagers and adults Body Fitness Gym introduces a convenient and affordable package to the consumers which is enough to support a gym membership. The Body Fitness Gym consumer is health-conscious and fitness follower.

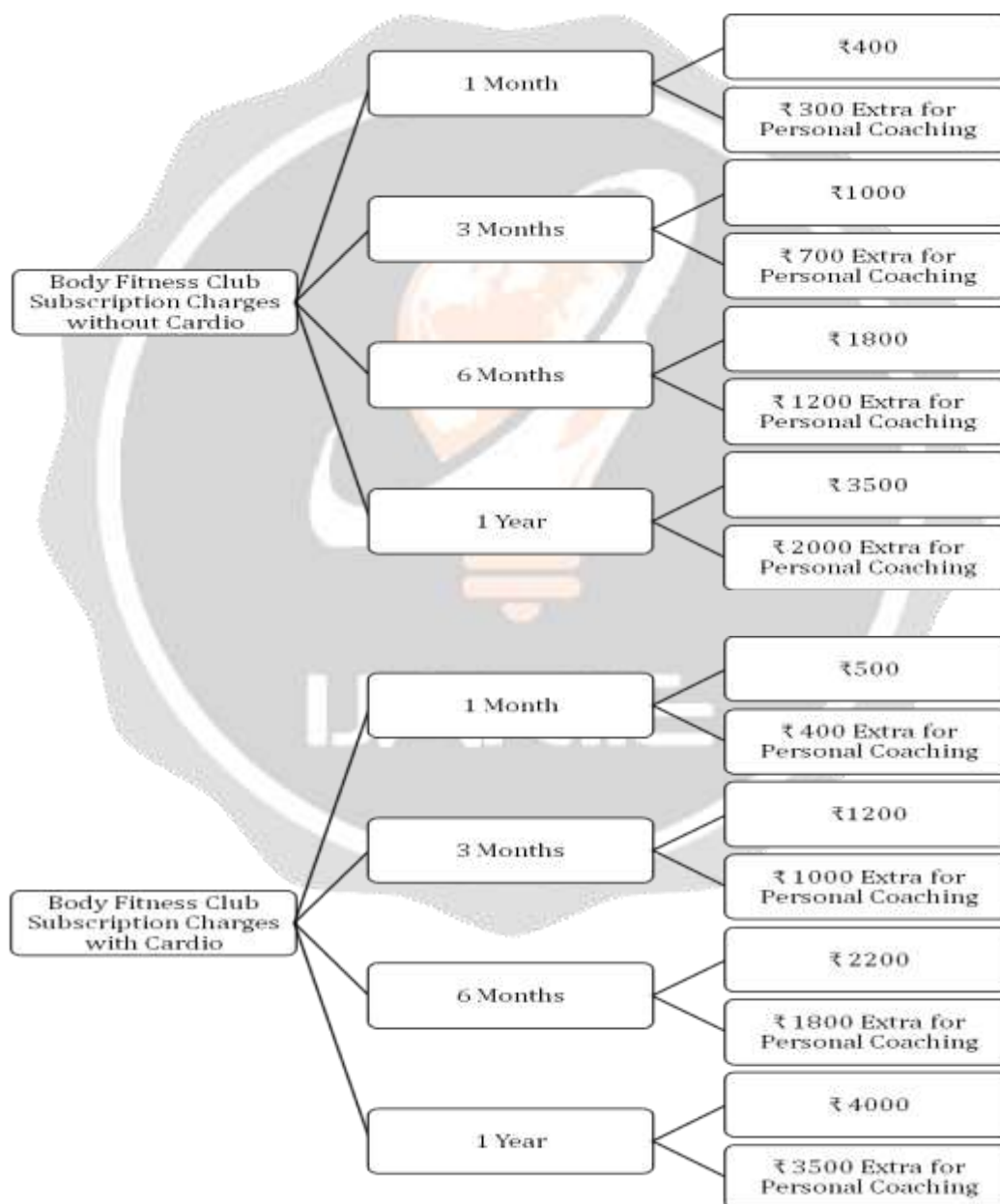
Geographically, the target consumers for Body Fitness Gym are South Nagpur residents in the Nandanvan area specially; this is a prospective pool of consumers for Body Fitness Gym to target. Most of the Nagpur people care about their health, body and live healthy lives. In general, Body Fitness Gym attracts people who live an all-around healthy lifestyle. They rarely eat a nutritious food and diet. Being a part of Body Fitness Gym is different than simply having a gym membership, there is a community aspect that appeals to people who do Body Fitness Gym.

The target consumer will be interested in Celebration of Festivals, blood donation camps and other special events. Competition is an important part of Body Fitness Gym as well hence the Body Fitness Gym consumer is competitive and enjoys a challenge.

Pricing and Subscription Charges Description:

The body fitness club mainly target to the lower middle class and middle class consumer because the rates of Gym subscriptions are rocketing in this present era and to make affordable to every consumers the Body fitness club introduces its packages in cheaper rates. So for One month Subscription for individual client is ₹ 400/- , for quarterly subscription client have to pay ₹1000/-, for Half yearly subscription ₹ 1800/- and for complete one year ₹ 3200/- have to pay.

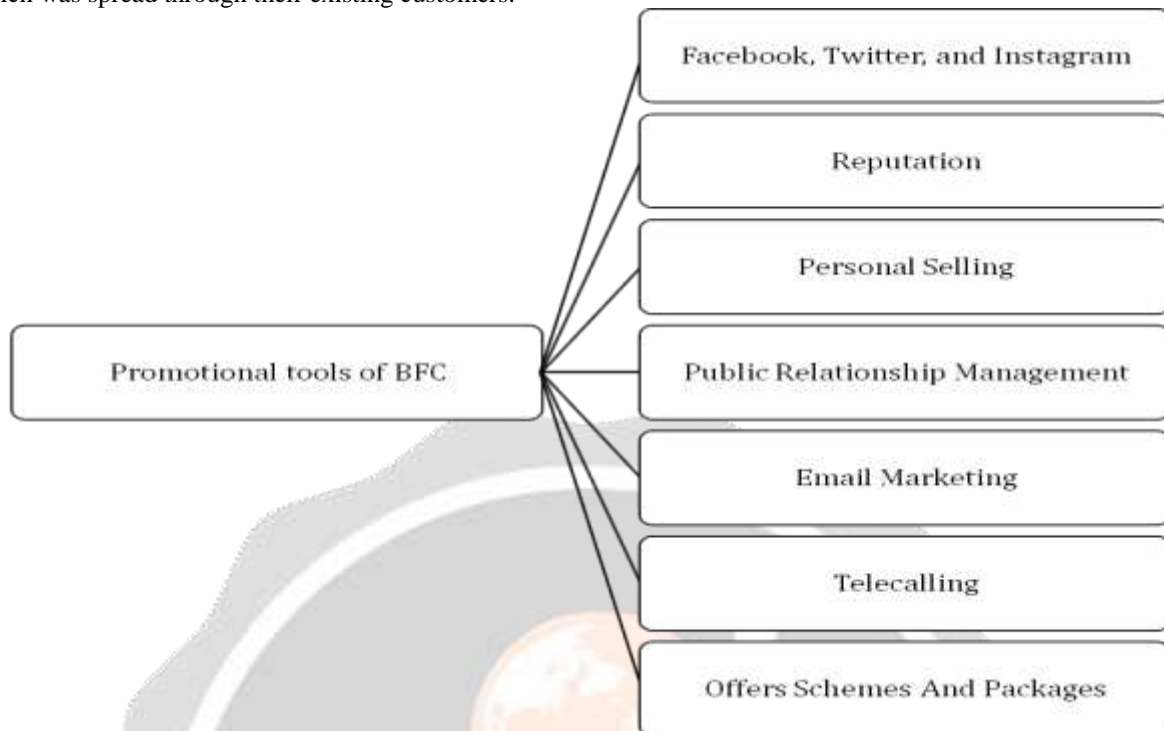
For cardio exercise with workout One month Subscription for individual client is ₹ 500/- , for quarterly subscription client have to pay ₹1200/-, for Half yearly subscription ₹ 2200/- and for complete one year ₹ 4000/- have to pay. Supplement, health-drink and nutritional medicine are excluding in this package clients have to pay extra for this after nutritionist and trainer guidance as per suitability of medicines and drink.



Promotional Strategies:

As the owner of Body fitness Gym didn't have a big amount to invest in advertisement and promotional activities so initially Body fitness gym started their promotion with print advertisement. Nihar and Suyog Started distributing information brochures, catalogues, and leaflets at different public areas of Nagpur City, later on Body Fitness Gym increased customer awareness with multiple internet and digital based methods. They started popping up on Google

Places with a simple search. BFG is also listed on review-based websites. BFG has Facebook, Twitter, and Instagram pages all connected to clients and staff. Still the best advertising they had was positive word of mouth which was spread through their existing customers.



Location/Place:

The Body fitness gym is located conveniently at Great Nag road which is main highway of Nagpur City. The vicinity also boasts of one of the well-known engineering college along with several Hostels. It is ideally situated among Mahal, Wardhaman Nagar, Sakkardara, Nandanvan etc. with easy access to major populations areas. The facilities themselves are located within a warehouse, as is the case with most gyms. This allows for plenty of room for equipment and group classes. It also offers room for potential growth, as expansion can take place when other tenants move out. The Body fitness gym has a separate fitness studio, which is a unique and specially for Lower- and middle-class consumers.

And the journey continues...

Nihar and Suyog with their hard work ensured that their business was up and running. Their ambition and hard work made the gym punch above its weight. They had just realized their dream of financial stability, they were also pretty happy with how the business was going. As said by a renowned thinker “blessed are those who live their dream and passion at the same time”. Their journey on the path has just begun and they do not have any intention of slowing down.

Questions:

Question 1) How can Body fitness Club Gym increase their existing customer base?

Question 2) How can Body fitness Club Gym expand their market?

Question 3) By which method can Body fitness club create its Brand, how it can make people aware about body fitness gym services?

Teaching Notes:

Question 1) How can Body fitness Club Gym increase their existing customer base?

They are already doing Digital marketing on their own, an ideal option would be to get their digital campaign strategized by a pro who can give them a sound advise to devise an apt plan. They can also think of making the time more flexible in order to attract more customers. They can focus on attracting ladies customer with special batches in order to improve horizon.

Question 2) How can Body fitness Club Gym expand their market?

Body Fitness Club Gym will stay in the current location, while keeping an ear to the ground for opportunities to expand within the same building. As this Gym is for middle class youngsters and adults so in order to expand their network owner needs to find other building on rent at a nearby middle-class residential area. They can also exercise franchising option in order to increase customer base.

Question 3) By which method Body fitness club can create its Brand, how can it make people aware about body fitness gym services?

- i) For branding Owner need to create Brand logo, tagline and slogan of Body fitness club which represents its Product and services perfectly, Owner need to start printing this new logo T-Shirts shorts, Track Suits and starts distribute free in packages so it will create brand awareness of Body Fitness Club Gym among consumer mind. On other hand
- ii) The promotion strategies for Body Fitness Club Gym are to maintain a strong social media presence, create a new website, and work on search-engine optimization with marketing experts. Keep posting and updating Body Building and Workout Videos on Facebook, Twitter, and other social media this online presence and demonstration can keep Body Fitness Gym One Step ahead in this Saturated Market.
- iii) A quarterly email newsletter, taking video testimonials, and maintaining the gym's website will be delegated to specific gym staff who have expertise in those areas. Lastly, each coach, intern, and current client will be asked to write Google reviews to boost the online presence of the gym in a proper way.

