

UNIVERSITY TOWN HEALTH CLUB

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ABSTRACT

With the advent of the sports era, most young people like the NBA herd, along with the popularity of sports, more and more college students hope to improve their ability to compete by strengthening their physical fitness. The school equipment cannot meet the demand, the social fitness club charges more than the ordinary students can afford, and the research survey shows that the physical health condition of college students is not optimistic, such as physical fitness decline, easy to get sick, etc. Therefore, opening a fitness club for college students has bright prospects.

With the large student population and the advantages in physical education, we can foresee a huge market space and room for development.

Keywords: University town, Health club, Mingdi Royal City.

Executive Summary

We propose to locate the club in Mingdi Royal City, the south gate of Anhui Institute of Science and Technology, and rent a floor of the building in the form of a leased frontage. The club's fitness program will be designed around the interests of the school's students and faculty and will exceed the expectations of the students. We are gradually improving our offerings based on the different needs of the students. The club is equipped with advanced ventilation equipment, and we employ excellent coaches to provide scientific, rational and efficient services to students with advanced fitness equipment.

Part I Company Introduction

The enterprise is called " University Town Health Club", with all shares held by the promoters at the time of establishment, and the registered capital is 1 million yuan. The business of this fitness center is mainly to provide space and facilities for students of universities to participate in fitness, and professional staff to provide technical guidance and teaching, in addition, the center also actively promote the participation of units and families around the university campus.

Goal: To build college students as the theme of fitness clubs throughout the country's university cities.

Slogan: God creates life We build shape .

Value: Focus on health and continuously create more value for society and enterprises.

Part II Industry Analysis

On the whole, the future fitness market will change the single business model in the past. Professional-type technology management and diversified services are the main trends in the market, so health clubs must strengthen their own technology development as well as application, and enhance customer service capabilities to provide diversified fitness services to different people. This section also introduces the growth trends, sales forecasts, industry characteristics, and long-term vision of the fitness service industry to set the long-term tone for the health club venture.

Part III Market Analysis and Marketing Plan

In order to better develop a marketing plan, the market situation of the fitness club is analyzed. At present, fitness is a trend, people's health awareness is increasing, and college students' willingness to consume fitness is also increasing. In order to understand in detail the attitude of college students towards fitness market, a questionnaire survey was conducted in Anhui Institute of Science and Technology. The survey showed that if there is a fitness club with complete equipment and comfortable environment inside or near the school, a considerable number of college students are willing to invest in fitness consumption. The number of college students with monthly consumption of 700-800 yuan accounts for 48% of the total number of people surveyed, and they are willing to spend 60-70 yuan per month on fitness consumption; students with monthly consumption lower than 500 yuan are also willing to invest a certain amount of money for fitness consumption according to the actual situation; students with monthly consumption higher than 800 yuan are very willing to invest high in fitness. Students who spend more than 800 yuan a month are very willing to invest in fitness. The survey results show that the potential of college fitness market is great.

Part IV Team Management and Company Structure

The management team of the fitness club and the company structure are introduced. The scale of the former fitness club is small, and in order to improve management efficiency, a linear management structure is adopted. The highest decision-making department of the company is the board of directors, and the management mainly consists of the general manager and four directors, namely the chief financial officer, the production director, the marketing director and the human resources director. This section provides a profile of each member and an analysis of the board structure, and introduces the team of consultants as well as other professional staff.

Part V. Production Design and Development Plan

In the sixth part, about the development status of the club, in today's fitness market, to win more customers, the development focus is to provide customers with better services and improve customer satisfaction, and quality services need to be up and down and improve the quality of services in the long term. This section develops a series of measures to improve the quality of fitness services and introduces the challenges and risks that clubs have to face.

Part VI Financial Forecast

The source of the club's capital and how it will be used is explained. The management of the Company holds 70% of the shares, and the rest of the shares belong to venture capitalists and individual minority shareholders. The total project investment of the club is 2 million RMB, the construction investment uses 1.4 million RMB and the working capital is 600,000 RMB. At this stage, the company has two sources of funding, part of which is the company's own funds of \$1 million and is prepared to continue to invest an additional \$800,000 over the next two years, plus bank borrowings of \$200,000. Regarding the future financial situation, it is predicted that, after taking into account a membership withdrawal rate of about 30%, there will still be an average annual growth rate of 20% in four years, and after four years it is expected to grow at a rate of 3 to 5%.

References and Appendices

This section of the appendix includes the fitness market questionnaire, and references.

Fitness Market Survey Questionnaire

Dear students.

Hello, I am a market researcher for Sunshine Conti Fitness Club and we are doing a survey on fitness issues. We are doing a survey on fitness issues. Here are some questions that I would like to ask you to help fill out in

your busy schedule.

Please understand that the survey will take some time for you. Thank you for your support and cooperation!

Fill in the requirements.

(1) Please tick the letter in front of your chosen answer

(2) only one "√" for only one answer, for multiple answers, please cross "√" on the answer you think is appropriate.

1. Do you like fitness exercise?

A. don't like it (terminate the visit) B. Like it (continue to visit) C. Don't care D. Like it very much

2. Your gender

A. Male B. Female

3. Which fitness exercises do you like?

A. aerobics B. gym-style fitness C. badminton D. table tennis E. roller skating F. other

4. Do you want to invest in fitness sports?

A. Do not want to B. Want to C. very much want to D. Depends on the situation

5. What fitness sports do you want to invest in?

A. Aerobics B. Gym-style fitness C. Badminton D. Table tennis E. Roller skating F. Other

6. Do you like or envy those slim girls (or fit, muscular boys)

A. Yes B. No C. Doesn't matter

7. Are you willing to make yourself healthier, slimmer or fitter through fitness exercises?

A. Willingly B. Very willingly C. Indifferent

8. Do you like the present way of physical education classes?

A. Like B. Don't like C. Don't care

9. Do you think the time for physical exercise is sufficient now?

A. Sufficient B. Not enough C. Far from enough D. Doesn't matter

10. Do you want to turn the current physical education classes into a form of fitness exercise?

A. Want to B. Don't want to C. Don't care

11. What is your monthly expense now?

A. 200-300 yuan B. 300-400 yuan C. 400-500 yuan D. 500 yuan or more

12. If you want to invest in fitness sports, how much do you intend to invest each month?

A. 20 yuan or less B. 20-40 yuan C. 40-60 yuan D. 60 yuan or more

13. Have you ever developed a fitness plan?

A. No B. Developed

14. If a fitness club is opened in the school do you support it?

A. Not support B. Support C. Very support

15. If a health club is opened in school, how many times a month do you plan to go?

A. 5 times below B. 5-10 times C. 10-15 times D. 15 times above

16. You intend to spend each time.

A. 1-2 yuan B. 2-3 yuan C. 3-4 yuan D. 4 yuan or more

17. Generally speaking, what time do you choose to go to the gym?

A. morning B. afternoon C. evening D. weekend

18. How long do you want to spend each time you work out?

A. 0.5-1 hour B. 1-2 hours C. 2-3 hours D. 3 hours or more

19. Can you stick to the fitness exercise you like?

A. Can B. Not necessarily C. Depends on the situation

20. What services do you want the fitness club to provide?

A. Excellent coach personal guidance B. Comfortable fitness, leisure environment C. Advanced training facilities, leading the fashionable fitness sports model D. Specifically for your personal customized scientific fitness plan E. Exclusive membership and surprising prices

21. Your goal of participating in fitness sports::

A. The pursuit of health B. Have a slim body or a strong physique C. Hope to get spiritual satisfaction and enjoy the fun of sports D. Other

22. What do you think about the present college life?

A. Boring and empty B. Aimless C. Rigid D Other positive attitudes

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