Question 1.

Outline the key strategic considerations for a fitness facility to gain a competitive advantage and enhance sustainability.

The increasing growth of healthy habits has led to increased fitness facilities. The fitness facilities are cropping now more than ever. Gyms are being established to cater for different physical activities. There are those that major in yoga, others major with high-intensity workouts and there are those that incorporate all fitness programs into their facility. This has led to increased competition as every facility wants to improve and attract more people than their competitors. For a facility to remain in the market, it needs to have strategic considerations that will enable it to gain a competitive advantage and enhance sustainability. In this paper, I will be discussing the various strategic considerations that fitness facilities need to consider.

To begin with, the fitness facility needs to incorporate technology. Technology has changed the game in the market in a huge way. Using technology is advantageous as it will assist the facility in reaching a wider market and helping the users in the gym. Technology allows one to provide the target market with information regarding one fitness facility. Via websites, the consumers may learn of the activities offered by the gym and if they can have tailor-made activities made for them. The websites may also provide the consumers with the option of doing online registration instead of physical registration. In addition, the fitness facilities may establish apps that consumers can access while at home when they cannot access the fitness facility on a particular day. The apps may incorporate different activities carried on by the consumer as if they were in the gym. An example is the fit on app that provides fitness facilities that may be custom made to meet one's needs. The app allows one to exercise as physically in the gym. In addition, with the advent of social media, the fitness facilities may hop on that and use the platforms for marketing their services and showcasing the programs that they offer. Therefore, with technology, the fitness facilities may have a competitive advantage and enhance sustainability.

In addition, the fitness facility needs to establish a target market. With fitness journeys, different people have different preferences. In addition, young people are more likely to engage in physical activities than senior citizens. On the other hand, people in their 40's and above are likely to have financial stability than the youth. Therefore the fitness facility needs to establish the group they are targeting and centre their activities on the group. With the youth, they may incorporate high-intensity workouts and provide specific timelines that will help the facility to make a profit. On the other hand, the older generations may do low-intensity workouts and allow timelines that match the pay. Knowing the target audience is crucial as the facility will know what they are working with, and they won't waste time on persons who are not interested in joining the facility. Therefore they will save money and have a competitive advantage and be sustainable as they will know who their clients are in the long run.

Further providing offers and good deals for clients will allow the facility to remain in the market. The facility may provide a 50% offers on the first a hundred clients. The facility may also incorporate good deals such as lower rates for clients who make payments for long terms, such as six months to a year. Offers and good deals will entice the customers to sign up with the facility and therefore to give the facility a competitive advantage. The clients will have a likelihood of coming back, and therefore the fitness facility will remain in the market.

Also, the fitness facility needs to hire trainers that give the facility a positive image. Trainers are very crucial in running a fitness facility. They interact with clients more than the owners of the facility. Therefore the facility needs to hire trainers that have expertise in different fitness areas. The facility needs to consider not all persons who come to the gym want to take on cardio or HIIT. Therefore the facility needs to ensure there are different trainers for the specific activities. In addition, the trainers need to be kind and have people skills which are important in assisting the clients. Trainers who are friendly have the likelihood of forming bonds with the customers, and this may encourage the customers to come back and therefore, the facility will have a competitive advantage, and it will remain in the market.

Lastly, the fitness facility needs to have personal relationships with the clients. Human being love attention, and when they are accorded with the attention, they are likely to entertain the person giving them the attention. Therefore when gym facilities pay attention to their different clients, they are likely to establish a relationship with them. This relationship will be crucial as the client will appreciate the facility as it will be targeting their personal issues. This way, the fitness facility will retain the client and therefore have a competitive advantage.

In conclusion, fitness facilities need to establish strategic considerations that are important for their business. The consideration are as use of technology, hiring competent trainers, having a personal relationship with the clients, giving offers to clients and establishing a target market. This way, the facility will curve its place in the fitness market by having a competitive advantage and thus remaining in the market.

**Question 3.**

 Analysis is an essential starting point for strategic planning. Analyze the external and internal environment of a sport/fitness organization using key frameworks and models that identify where it should position itself in the market.

**Threats**

The fitness industry must align with the environmental competition to achieve its competitive strategy in the markets; this is only possible through comprehensive industry analysis. Threats prevalent in the sector include mobile applications, where mobile apps have increased, and they have been fetching more of the market share that health fitness clubs have owned; this application includes GAN fitness. The application has threatened the existence of traditional gyms because of the flexible schedules that they have been offering, which is in contrast to the conventional gyms, thus posing a challenge to their sustainability; the apps are offering the services at lower prices. Gym access and membership platforms where some gyms have been offering flexibility and accessibility of the venues where they have been customized. They are being offered at minimal price than traditional gyms.

Increased demand for virtual trainers has shifted people to streaming where there are virtual coaches who include Pro coach where they are situated in streaming platforms such as less mills. This has threatened traditional media's existence; the streaming platforms are flexible, cheaper, and have offered feedback directly, thus motivating people to utilize these facilities rather than seeking the services from traditional gyms. Wearable and fitness tracking devices that include polar have been used to provide data that shows the habits and crucial things that affect people, like the heart rate, thus eliminating the essence of going to a gymnastic facility.

**Opportunities.**

Wearable devices have posed better opportunities for the fitness industry where they have accessed more data and tracking on the progress of their clients and their physical activities. This has given the gymnastic sector the ability to access more information that trainers have utilized to make ideal decisions that align with the stipulated goals of ensuring that the customers have achieved their goals. Fitmetrix has been enhanced and has aided in providing adequate monitoring of the heartbeat rate and giving excellent feedback.

Cloud-based services that have been incorporated in gym management software have increased the automation ad operations of gymnastics. They have provided opportunities that have aided in the automation of daily processes; this has effectively created efficiency in the industry by reducing the cost and increasing revenue earned by the firms. Social media platforms have also played a significant role in growth where Facebook and Instagram have provided opportunities for educating the target market effectively. The media have been constantly utilized for customer motivation and building good relationships that give the customers a venue for inquiries. The company makes its sales and marketing of its services to a greater audience, thus increasing its sales.

Virtual training and streaming this digital technology have increasingly led to efficiency and growth opportunities for the customers. The clients have accessed comfort from their residential areas and convenient times. The streaming facility has solved clients who have inflexible schedules and minimal time. The streaming facility offers cheaper services than traditional gyms, which also provides new opportunities for revenue generation in the fitness industry. Gym access has provided better growth opportunities. There are several platforms established, thus driving sales of the gymnastic industry.

**Weakness**

Adapting to digital strategies has posed a threat to many industries. They require extensive data analysis to get the necessary information to give instructions for physical activities. Where trackers are needed to monitor progress in the patterns used mainly through the available software required to create a better platform for customer satisfaction by creating better value. The prevalent business models have also posed a challenge where the duration sign-up for the services have not been consistent; this has forced the industry to establish auto-renewal and freeze limits for the membership. They are required to pay for stipulated monthly charges. Still, some television programs have worked effectively by offering flexibility and giving more room for more freedom and customization of the gymnastic services.

**Strength**

The industry has had progress in innovation that has subsequently led to increased efficiency that the wearable and fitness tracking devices have created. The applications have been efficient by giving adequate results on the general physical activities catered for specific actions that include weight training. The software applications have led to efficiency because they have constantly provided real-time tracking services. It has enabled both the clients and the gymnastics trainers to help adjust classes that have motivated many members through engagement, thus increasing the efficiency required for customer satisfaction. Fitness assessment and tracking devices have improved services being offered, thus increasing the industry's revenues.

Customers Clients have been at the focal point of advanced methodology in the wellness business. Innovation has been utilized to smooth out the exercise centre and class registration process using advances from RFID participation cards to on-screen QR codes and versatile applications. Clients additionally now have significantly better access and adaptability as far as booking meetings or dropping them. Most CRMs like Mind-body and Push press offer marked applications for exercise centres to empower these advantageous elements. Web-based media stages and online journals have been utilized to fill in as rec centre networks outside the four dividers of the rec centre. Individuals can find everything from inspiration to an exercise mate or replies to marvellous wellness-related inquiries through these channels. On-request exercise streaming is currently being created by significant wellness organizations like Gold's Gym (Gold AMP), Crunch and 24hr Fitness. These give the client admittance to their cherished teachers/classes individually, any place they are and at costs much less expensive than the average expense of getting to an exercise centre.