

Business SWOT Analysis

1.1. Business Overview:

Fitness Plus health club is a startup situated in Coral Gables, Miami-Dade County, Florida. The club will provide health and fitness services that are good in quality and low in cost. Fitness Plus will have its own training facility with state of the art health care equipment from quality manufacturers.

Fitness Plus is targeting Coral Gables market which has a population of 42,794¹. Our targeted segment is a total of 2,636² potential customers who are earning below \$25,000. It is almost 15.51%³ of total households of Coral Gables city which is 16,994. This segment is unrivaled by the top health clubs of city.

¹ <http://quickfacts.census.gov/qfd/states/12/1214250.html> (accessed March 9, 2009)

² http://factfinder.census.gov/servlet/ADPTable?_bm=y&-geo_id=16000US1214250&-qr_name=ACS_2007_3YR_G00_DP3YR3&-ds_name=ACS_2007_3YR_G00_-lang=en&-sse=on (accessed March 9, 2009)

³ census.gov

1.2. SWOT Analysis:

Strengths:

- Company's owners have immense experience in the health club and fitness industry.
- Health care program is well thought-out according to the need of common people.
- Lowest cost of service in the entire market of Coral Gables.
- Company will hire qualified and trained staff.

Weaknesses:

- Fitness Plus has less number of trainers and staff that can become a problem in providing service to a large pool of members.
- Club is short of marketing budget.

Opportunities:

- The demand for health care and fitness club is growing rapidly in USA.
- Increasing heart and obesity diseases are causing people to pay importance to exercise.
- People are getting familiar to going to gym and health clubs in their daily routine life.
- A large segment of market is still untapped; low income area will be of special focus for Fitness Plus, which is totally ignored by the rivals.

Threats:

- Recession and economic downturn can slow down the growth of health clubs.
- Low cost offer from well established competitors. Although it's a small level threat due to a fact that market is rapidly growing.
- Low cost health care equipments availability for at-home exercise.

1.3. SWOT Diagram:

<p style="text-align: center;">Strengths:</p> <ul style="list-style-type: none">• Lowest price• Management of health care experts• Qualified and trained staff• Health care program is well thought-out according to the need of common people.	<p style="text-align: center;">Weaknesses:</p> <ul style="list-style-type: none">• Fitness Plus has less number of trainers and staff that can become a problem in providing service to a large pool of members.• Club is short of marketing budget.
<p style="text-align: center;">Opportunities:</p> <ul style="list-style-type: none">• The demand for health care and fitness club is growing rapidly in USA.• Increased awareness of usefulness of fitness programs.• Obesity disease is on the record high.• Untapped market. No competition in the low cost segment	<p style="text-align: center;">Threats:</p> <ul style="list-style-type: none">• Recession and economic downturn.• A possible low cost of service from competitors• Availability of low cost health care equipment