The Fitness Industry

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Background

- Involves any person, company, or entity that focuses on exercise, health, and overall maintenance of the body
  - Gyms & fitness centers, personal training, fitness equipment companies, food & supplement companies, active clothing companies, and sporting goods companies
- Enter industry w/ main purpose of providing services and products that promote health & wellness





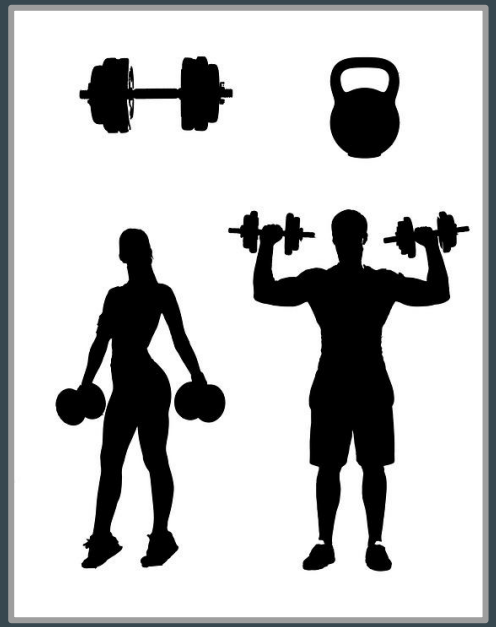
Industry Trends

- Community in gym workouts is the top motivator for consumers to go to the gym
- Technology development in fitness is growing and consumers are driving that growth
- Appearance of new fitness orientated market places
- A want to experience the gym in new ways
- Working out at home is not a trend but a seasonal fad



Facts & Figures

- 33% of Millennials, 24% of Gen Xers, and 22% of Baby Boomers. 14% of Gen Zers and 7% of the Silent Generation have gym memberships
- $38 billion industry in 2019
- Starting up a gym or purchasing a franchise location in 2020 invested an avg of $247,799
    - Saw a median gross profit of $193,656, an avg COGS of $85,489 & avg total value of $179,622



Supersets Gym



- Located in Allentown
- Open 24/7
- Owner: Ed Frack
- Mission is to “create a place and environment for an individual to start, continue and progress in living a healthy lifestyle”
  - Aim to be a “one stop shop”
- Members must want to do better in order to have a better quality of life
  - Committed, hard working
- Possible due to outside investors (strictly cash), personal savings
  - Allows for full control

SWOT Analysis

Strengths:

- Family environment, strong community

Threats:

- Competitors; Powerhouse Gym, Planet Fitness...

Weaknesses:

- Not falling under the current fitness trend; at-home fitness

Opportunities:

- Expansion
- New, state of the art equipment

Pivot: Restaurant Depot

- Restaurant wholesaler
- Importance of dieting in achieving fitness related goals
- Proposal
    - Subscription based additional service
    - ‘Bundles’





Benefit gained from pivot

- Superset perspective
  - Competitive advantage/point of differentiation over competition
  - Additional revenue
  - Adding to family nature of the gym



- Restaurant Depot
  - Diversifying clientele and opening up of new market
  - Additional revenue



Questions?