Marketing Plan for West Hills Athletic Club

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Agenda

• Introduction
• History
• Market Trends
• SWOT Analysis
• Target Market Analysis
• Financial Analysis
• Conclusion
Introduction

• According to recent statistics by the Fitness Industry Analysis there are more than 50 million Americans with memberships in health and fitness clubs.

• The mission of WHAC is to ensure that all participants attain their health, fitness, and tennis goals in an encouraging environment by the best-trained personnel, state-of-the-art equipment, and programs the fitness club provides.

• The facility have 130 employees. The fitness club has 3900 members with 1200 of them being from Western Michigan University.
History

• organized and incorporated in 1973
• It was opened in 1974 and it has eight indoor courts for tennis
• As of 1976, the enterprise expanded to twelve courts
• In 1988, the firm converted 2 tennis courts to incorporate a track, basketball, and fitness equipment
• In 1998, the facility was donated to the Western Michigan University
Market Trends

• In the last 10 years, Working out has become a major activity in the mainstream American culture.

• The amount of people engaged in active life has increased by 55%. More people are going to gyms regardless of their age or gender.
SWOT Analysis

- **Strengths**
  - Every full-time employee at WMU is a member at the club and they will have lower rates on all tennis classes as well as fitness programs
  - Well-developed club with a wide range of amenities
  - Experienced and well-trained staff who work with customers to attain their goals
  - Strong management
  - Flexible operating hours as the facility only closes four times a year
  - It has a higher staff retention rate
  - Short waiting times
  - The average visits per day is about 1000 people.
  - Unique fitness classes that are not provided in other fitness centers in the area
SWOT Analysis

• Weakness
  • With the advent of the Internet more people are downloading video on various workout and exercise from their homes
  • High customer turnover as the firm only retain 65% of the customers

• Opportunities
  • Growth in tennis in the junior market
  • Employing more younger instructors as they are physically active
  • Targeting the Alumni's
  • New trends in exercising such as yoga
  • Expansion of the club to other regions
SWOT Analysis

• Threats
  • Competition from Bronson Athletic Club, YMCA, and boutique clubs
  • High costs of equipment
  • Economic slow down
Target Market Analysis

- West Hills Athletic Club operates in a very dynamic industry. The profile of the firm’s customers are based on demographic factors.
- The firm’s target population are people living in Kalamazoo and guests and people who are living in a 40-mile radius from the Kalamazoo area.
- The majority of the customers are male (52%) and the rest are females (48%). Their annual income range is about $25,000-$80,000.
Financial Analysis

West Hills Athletic Club Revenue

<table>
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<tr>
<th>Years</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
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<td>Revenue ($)</td>
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<td>$2,888,567</td>
<td>2,997,021</td>
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</tbody>
</table>

2014 | 2015 | 2016 | 2017 |
---|---|---|---|
2800199 | 2888567 | 2997021 | 3041009 |
Conclusion

- West Hills Athletic Club strives to remain competitive in the fitness industry. It has experienced tremendous growth in the last two decades.
Please feel free to ask if you have any questions.

Thank you.