ASSIGNMENT:

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Integrated marketing communication

Q :1; Explain each of the types of research presented in the chapter in term of the Phase 2 Fitness Center. Which would you recommend? Why?

Answer: **1: PRODUCT-SPECIFIC RESEARCH** :

This involves identifying a key product characteristics that become selling points. It sells the benefits that the product provides. For Phase 2 Fitness Center, designing a fitness program into two phases made them different from other fitness Center or gym. First Phase involved teaching members and visitors how to stay healthy via diet and lifestyle. This was an untapped area for people who run fitness Center or gym. Most gym operates at the time just focused on people coming to participate in physical exercises which Phase 2 Fitness Center saw beyond that.

**2: CONSUMER ORIENTED RESEARCH:**

This type of research assists marketers in identifying the context of a products uses. Approaches used in this types of research could be anthropological, sociological analysis, or psychological approach. Phase 2 Fitness Center used a focused group in its Phase 2 Fitness Center parts of the program where group are targeted to come in to participate in various group activity- base program like, class reunion and activities that should stress socialization and having as parts of getting it.

**3: Target market research:**

Target market research is to find or reached the suitable market to offer your goods and services to customers need and wants. Target market research allow a company knowing how to do a market research will enable you to figure out exactly who you will market and sell to.

Allen know there is tough competition in the place where he wanted to open the fitness gym so he hired the advertisement and promotions company to help him attract right people of the area.

In my opinion the product oriented research will be most suitable for Phase 2 Fitness Center which determine that one benefit of joining a fitness center can be improved heart health. Product orientation research focuses only on products attributes and benefits to provide better products or services to customers To gain customer satisfaction by understanding consumer real needs and satisfying them better than any competitors.

Q,2: Discuss the potential consumer market segment that Phase 2 Fitness Center could serve using the information on consumer segmentation. Which segment or segments would you recommend? Why?

Market segmentation is the process of dividing perspective consumers into different groups depending on factor like demographics, psychographics, segment by geographic area, Geodemographic segmentation and benefit segmentation. Market segmentation help companies better understand and market to specific groups of consumer that have similar interests, needs and habits.

Benefit segmentation is dividing market based on perceived value and the advantage that they received from product and services. This is the mix of 3 segments like demographic and psychographic and benefit information to identify feasible segments. In my opinion benefit market in most suitable to identify segment for Phase 2 Fitness center. Allen presented 2 ideas first is phase 1 which include healthy, diet and lifestyle and encouraging people and member of FITNESS Center right and sleep well. Phase 2 include training and group activities and exercise programs.

Q:3, Are there any business-to-business segmentation opportunities present? Why or why not?

There is no business-to-business segmentation opportunities present in case because a common approach in B-to-B markets is to apply market segmentation based on company size.

Business-to-Business segmentation need to be useful for the company, related example is many software companies which focuses only function rather than the benefits or characteristics that customers of many different size may perceived. So Fitness center is focused on customers benefits that is why there is no Business-to-Business opportunity present.

Q,4: What positioning approach would be most valuable to the Phase 2 Fitness Center? Defend your answer?

Products positioning is the process marketers used to determine how to best communicate their products attributes to their target customers based on customer need, competitive pressure, available communication channels. A positioning statement helps you make key decisions that affect your customer’s perception of your product determine now your gym is currently positioning itself.

Phase 2 Fitness Center should approach positioning strategy based on competitors. In this type of positioning strategies are implicit or explicit frame of reference is one or more competitors to establish position can be accomplished by contrasting the company’s product against others. Because there is tough competition in area where ALLEN wants to open gym. Because he introduce new idea of Phase 1 and Phase 2 in market.

Q,5: Explain the most viable marketing communications objectives for the opening of the Phase 2 Fitness Center. Then note how those objectives might change over time.

**Answer:** The objective of marketing communication the content and design of these pieces of communication must meet the objectives of educating encouraging action or building brand awareness. Some advertising message program accomplish more that one communication objective, sales marketing communication providing information and education. Retention of existing customers referrals from existing customers. Building brand awareness.

Benchmark could be used to compare process in one those in another store in the same chain. Benchmark is most viable for the opening of Phase 2 Fitness Center, because it measure the starting point to be compare with the degree of change following a professional compaign.

Q.6: What communication messages and strategies can Phase 2 Fitness Center use during COVID-19 to avoid losing their loyal consumers.

Answer: strategic messaging is communication framework which is value-based that companies use in all interactions with stackeholders – employees’ prospects, customers, partners, and investors. Strategic messaging communication product value to the customer by describing the solution to a problem.

During COVIDE-19 it is very important to keep distance. To avoid each other. In this uncertain time it is very important challenges for fitness center to maintain their customers through messaging and providing them classes through online so they can maintain their health and fit. So Phase 2 Fitness center should working to provide helpful information and support during this time,

**Streaming classes and routines:**

Fitness center should try streaming classes through websites, using facebook live and instagarm live. And video conferencing app. So clients can work out from home during COVIDE-19. You could also offer personal training sessions or nutrition classes over **video** chat.

**Class packs and discounts:**

You could let clients prepay for classes, training pac**k**ages or membership dues.

**keep clients healthy and safe:**

fitness center should give advice how to stay healthy during this time. sharing tips on facebook and intagram,and youtubes channel.