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NAME:- MUHAMMAD FAWAD HUSSAIN

ID# 15967

Integrated Marketing Communication

INSTRUCTOR:- Dr. WASEEM

Signature

 Babar Paper Products

FINAL TERM

Phase 2 Fitness Center

Explain each - - - - -

----- Why?

Product Research:

The first type is to selling its product. In phase two it depends on 2 phases, first phase involved the teaching members that how to stay healthy.

And the other phase tell us that It is that Gym (Fitness center) that people become and focuses on the physical exercise.

CONSUMER ORIENTED

RESEARCH :-

In

this types the research on the product use that how consumer attracts to the fitness center. The approach depend on sociological or psychological analysis.

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TARGET MARKET RESEARCH:-

It depends on the researcher that what types of people are targeted to the fitness center about their age etc.

I prefer Target Market research because it is essential for the fitness gym to use

become to know about the mind of the consumer & gives them that facilities & product which they prefer.

Q2) Discuss the Potential - - - -
- - - - - Why?

A The fitness center serve different market segments on consumer are one is making friends because some people are not interested in fitness center but due to fitness center members they make friends and due to this the opportunity mix with the other people & those people who not interested then achieving the same life style from the members.

The other segment is "losing weight". The fitness center provide weight losing programs and teach our weighted people to exercise daily and important for them.

Taking shape is also the market segment for men as well as for women.

I preferred all the segments because all segments are very important.

Q3) Are there any business ---
--- why not?

A Yes there are many opportunities for business to business opportunities

in the fitness center
are that the center contact
with sports center or
companies to provide the
sports services to the
fitness center. The other
business opportunity is to
provide its franchise to
a business person for
its advertisement by gaining
more members.

Q4) What positioning Approach
-----?

A The Allen was aware
the competition so he
approaches to local advertising
& promotions center to
attract more customers. For
competition with other gym
he approach the attracting

Women for 30 minutes
workout program.

Q5) Explain the most - - - -
- - - - - time.

A To opening the phase 2
Fitness center some are the
most important objective like
purchases the new machines
for attracting the customer
provide them free admissions
or 50% discount on
admission. Provide standard
environment. Timing for gym
will 24/7 etc.

These objective change
time to time because of
natural disaster or Government
issues. After one year
change the some old
machines or exchange with
new one. Provide opportunities

to the members like, Fitness & sports programs. etc.

Q6) What Communication -----
----- Consumers.

A Phase 2 Fitness provide the communication message to create strategies through your staff during Covid-19 to avoid losing loyal consumers that you give instructions to your staff that they shall the doors when consumer enter to the Gym. Tell them to take distance from each other provide them the sanitizers for only use in the Gym. Teach your customers to wear the mask in the Gym. etc.