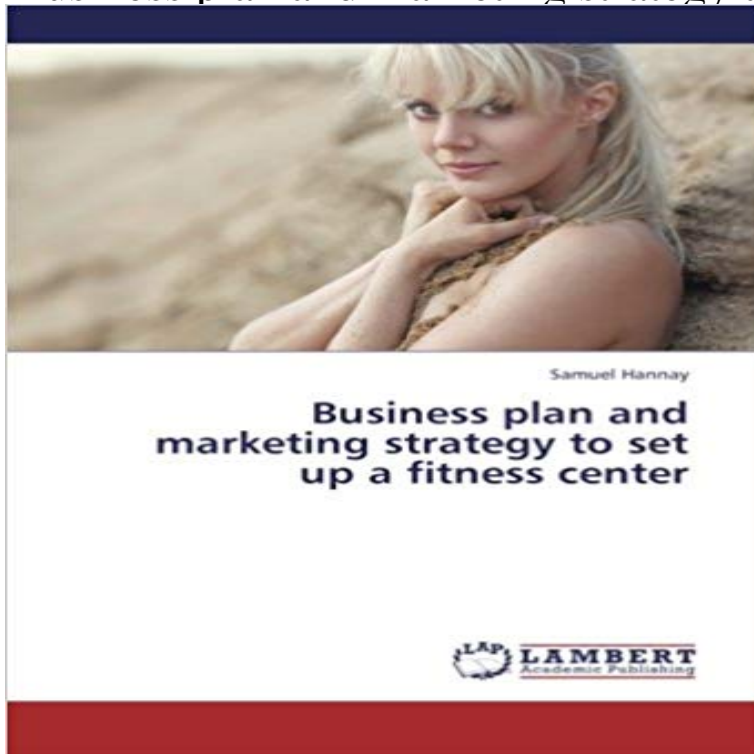


Business plan and marketing strategy to set up a fitness center



The present document reports on research performed during the academic year 2010-2011 for the purpose of elaborating a business plan for the design of a new fitness centre in the neighbourhood of Liege. The book presents: the results of an external environment analysis, the Key Success Factors (KSF) in the fitness industry, a market research report, a detailed study of market potential carried out on the local level, the segmentation, targeting and marketing positioning, the budget for and distribution of advertising (ATL or BTL), the financial forecasts and business model of the fitness centre and, finally, the general conclusion.

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