

MARKETING INFORMATION



“This customer-focused philosophy is known as the ‘marketing concept’. The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires.” Barwell (1965)

Bounce Fitness provides clear and factual information about its products and services, including where third-party service providers may be concerned. This enables prospective clients to make informed decisions on these products and services. Bounce Fitness assumes responsibility for all marketing materials disseminated on its behalf.

Marketing Policies

Bounce Fitness ensures that its training and assessment products and services are marketed ethically. Its marketing processes and practices provide factual, accurate information about these products and services to both current and prospective clients.

Bounce Fitness must:

- provide up-to-date and accurate information to its clients, and the general public at all times;
- provide current and accurate information that enables potential clients to make informed decisions;
- provide advice to prospective clients on products appropriate to their needs;
- provide all relevant information to clients, prospective clients, and other stakeholders as soon as practicable in easily accessible media;
- market all products and services in an ethical manner, ensuring integrity, avoiding misleading or ambiguous statements, and enabling potential clients to make informed decisions.

Organisational Policies and Procedures Relating to Marketing

Principle	Policy	Procedures
Accuracy	Bounce Fitness must provide current and accurate information that enables potential clients to make informed decisions.	1. Check if the source of information is reliable. Use published (digital or print) materials and scholarly articles that cite the source of information presented. 2. Check if the source of information is current. The date of any research information is necessary to determine if the information presented is recent enough and is not obsolete. 3. Check if the source of information is contextual. Use information that is relevant to the industry, set forth by an authority (e.g. regulator, governing body, or management).
Ethics	Bounce Fitness must market all products and services in an ethical manner, ensuring integrity, avoiding misleading or ambiguous statements, and enabling the learner to make informed decisions.	1. Consider the affected parties. Know all of the key stakeholders involved in the project, how they prefer to communicate, what their needs are, and what the acceptable end results are. 2. Consider the consequences of each marketing approach to promote responsibility, accountability, and cooperative problem-solving. 3. Consider the organisation's obligations in complying with laws and regulations dealing with business operations, staff management, and consumers relations.

Development of Marketing Materials	
Step 1	Marketing staff must develop marketing templates in accordance with the Bounce Fitness's policies.
Step 2	Marketing staff must send the template to Management for approval.
Step 3	Management must approve all marketing templates, and suggest changes as needed.
Step 4	If approved, Management must send the templates to the CEO for feedback and approval.
Step 5	CEO must approve the templates and suggest changes as needed.
Step 6	CEO must send templates back to marketing team with approval with their specific additional comments.
Step 7	If the templates have been disapproved, return to step 1 and rectify the template based on the comments of both the Manager and CEO. If the templates have been approved, the materials must then be developed according to the approved templates and the comments of the Manager and CEO.

Bounce Fitness Corporate Marketing Plan

Bounce Fitness will serve the corporations in the city centres of Brisbane, Sydney and Melbourne, helping them to become more productive while lowering their overall costs with innovative wellness programs and strategies.

Bounce Fitness is based on two simple facts:

1. Healthy employees are more productive than chronically ill employees.
2. It costs less to prevent injuries or illnesses than to treat them after they occur.

Traditional endeavours to corporate health care are quite reactive. Corporations wait until after staff have been ill or injured and then pay for the necessary treatments. The Bounce Fitness approach, emphasises prevention and good health promotion and is much more proactive. At Bounce Fitness, we tie worker productivity directly to the health care issue. We believe that traditional approaches to the current health care crisis are misdirected.

Bounce Fitness contends that by helping employees change their behaviour patterns and choose healthier lifestyles, the health care costs to corporations will be considerably reduced through increased staff productivity, reduced absenteeism and turnover, reduced worker's compensation claims and a healthier, more motivated staff.

Current economic and demographic changes will make health care issues worse. The environmental factors and the local competitive situation is a clear message to Bounce Fitness. The time is right for a Bounce Fitness initiative.

Situation Analysis

Bounce Fitness began in 2001 in Cairns, Queensland. The business model has been well received and resulted in expansion to Brisbane, Sydney and Melbourne. Marketing is very important to maintain growth and market penetration. In addition to offering fitness facilities for corporations, Bounce Fitness' main activity is the creation and implementation of wellness programs.

The basic market need is the reduction of corporate costs and the increase in employee efficiency that can be achieved through long-term wellness programs. Market Summary Bounce Fitness possesses good information about the market and knows a great deal about the common attributes of the prized and loyal customers. This information will be leveraged to better understand who is served, their specific needs, and how Bounce Fitness can better communicate with them.

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Market segment profile	Demographic ▪ 51% male : 49% female ▪ The individual income range is \$38,000-\$75,000 ▪ 67% of the customers are single, 33% are married ▪ Of the regular clients, 43% have completed some undergraduate study ▪ Of the corporate customers, 83% have completed some undergraduate study, 16% have undertaken postgraduate study
	Geographic ▪ The immediate geographic targets are the cities of Brisbane, Sydney and Melbourne. ▪ A 35-mile radius is in need of the services. ▪ The total targeted population is 15,800 employees
	Behavioural ▪ The target population recognise the need to have physical activity in their lives ▪ They have incorporated some form of exercise program into their daily / weekly routine for the last several years ▪ They are happy to make use of fringe benefits that are offered by their employer as part of their compensation package
Target segment 1	Target segment 1: Female employees
	Positioning for target segment 1: Bounce Fitness will position themselves as the most accommodating wellness strategy and program developer. The newly remodelled showers with changing rooms will provide comfort and convenience to this target segment.
	Market mix for target segment 1 Product: New shower facilities Price: Free Place: Bounce Fitness Centres Promotion: Accessible 24 hours a day, 7 days a week
Target segment 2	Target segment 2: Male employees
	Positioning for target segment 2: Bounce Fitness will position themselves as the safest wellness strategy and program developer. The improved security measures in the lockers, locking systems, and cubicles will ensure trust and prevent loss or theft of the target segment's belongings.
	Market mix for target segment 2 Product: Locker rooms Price: Free Place: Bounce Fitness centres Promotion: Accessible 24 hours a day, 7 days a week

Market Needs

Bounce Fitness is providing their customers with a health care cost management program for employees that will increase employee productivity and decrease overall business costs. Bounce Fitness seeks to fulfil the following benefits that are important to their customers:

- **Customisation:** Bounce Fitness will offer a customised solution for each company as well as each employee within the company.
- **Convenience:** Clients will not use the service if it is not convenient. Bounce Fitness recognises this and strives to make their services as convenient as possible for the targeted client groups.
- **Result-oriented strategy:** Bounce Fitness will need to improve a company's bottom line in order to attract and maintain customers. While Bounce Fitness will strive to address all of their clients' needs, the reality is that they must indeed provide significant value for the companies themselves in order to grow their market share.

Service Offering

Bounce Fitness provides wellness strategies / programs for businesses in the main business centre of the cities. A wellness strategy is a long-term effort, combining both health-promotion and exercise-related activities designed to facilitate positive lifestyle changes in members of a company's workforce.

Bounce Fitness will work with a company's senior management to help it develop a mission statement for its wellness program. The client company's employees will undergo a health-risk analysis, following which each employee will be given the opportunity to meet with a health professional to design a personalised health program.

Finally, Bounce Fitness will provide employee progress reports to senior management with which to carry out the incentive program and generally monitor changes in the behaviour of its workforce.

Keys to Success

- Corporate Fitness's keys to success are:
- Marketing services to companies and individuals
- Recruitment of experienced companies and individuals
- Dedication and hard work by the founder
- Raising productivity
- Lowering overall costs

Marketing Strategy

Bounce Fitness will begin by targeting small to medium-sized businesses in the CBDs of Brisbane, Sydney and Melbourne. The first task is to convince senior executives of the benefits and needs of wellness programs. This will be accomplished by aggressively pursuing interaction and relationships with business professionals who would profit from using this service. Once a strong image is established, Bounce Fitness will use similar strategies to market its services to larger corporations in the CBDs of Brisbane, Sydney and Melbourne and then investigate other areas of expansion.

Mission: Organisational Objective

The Centres will serve the community with quality, comprehensive, unique, and distinctive health programs and services. Staff will expand the preventive services offered while improving the quality of life among participants through health and fitness services using state of the art equipment and practices. These programs will reflect members' needs and be financially viable for all stakeholders.

Strategic Goals

1. Generate a 10% yearly increase in sales
2. Increase market penetration every quarter
3. Continue to cultivate Bounce Fitness' image as the premier long-term wellness program provider

Operational Goals

1. Decrease customer acquisition costs by 4% every two quarters
2. Lower the cost of service delivery by 1% a quarter
3. Hold spending, as a percentage of sales, at a steady rate

Strategy Pyramids: co-ordination of marketing related activities

The single objective is to position Bounce Fitness as the most proficient wellness program provider in the Brisbane, Sydney and Melbourne CBD areas. The marketing strategy will seek to develop customer awareness regarding the services offered, develop the customer base, and work towards building customer loyalty.

The message that Bounce Fitness seeks to communicate is that they can have a dramatic effect on the bottom line. This message will be communicated through various methods. The first method will be the production and disbursement of printed materials. The printed materials will describe all of the services offered and will give prospective customers some insight into Bounce Fitness' past successes.

Bounce Fitness will also rely on presentations to company's HR departments. These presentations will allow Bounce Fitness to personally address any concerns or 'pains' that companies have and indicate how a wellness program / strategy can help service their needs.

Bounce Fitness will also rely on advertisements popular in business magazines for sale in Brisbane, Sydney and Melbourne to increase visibility and interest in Bounce Fitness' services among companies based in those cities. Lastly, Bounce Fitness will use its website as a way to disseminate information.

Marketing Research

Two types of market research were used when Bounce Fitness was collecting market data. The first type of research was focus groups. The focus groups were collections of seven to nine people who were asked a series of predetermined questions with the responses recorded and discussed among the group members. In addition to the pre-established questions, there was a free-flow discussion format toward the end of the focus group that provided flexibility in allowing the participants to share information and insights with Bounce Fitness.

Additionally, questionnaires were used to collect market information from prospective corporate customers. The questionnaires were submitted to a total of 100 HR professionals. The response rate was 43%, higher than expected. The validity and usefulness of the questionnaire were ensured by employing a graduate statistics student to develop the questionnaire. Overall, both forms of primary market research were helpful in providing insightful information. This research confirmed many already held assumptions as well as introduced several valuable perspectives that Bounce Fitness had not considered.

Financials

This section provides a financial overview of Bounce Fitness as it relates to the marketing activities. Bounce Fitness will address break-even analysis, sales forecasts, expense forecasts, and how they link to the marketing strategy.

Break-even Analysis

The break-even analysis indicates that \$16,667 will be needed to reach the break-even point.

Expense Forecast

The expenses forecast will be used as a tool to keep Bounce Fitness on target and provide indicators when modification or corrections are needed for the implementation and maintenance of the market plan. The marketing expenses will be highest during the first year of expansion when there is likely to be increased usage of fitness facilities. The expenses will settle a bit during the second and third year.