Strategic Plan Part I: New Product or Service

Meghan Ward

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Sarita Wesley

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Innovation is the process of translating an idea or invention into a good or service that creates value or for which customers will pay. (Business Dictionary, n.d) Snap Fitness was founded by Peter Taunton in 2003 with a vision of given consumers workout alternative to traditional “big-box” health clubs. His mission was to have convenient locations, no contracts, 24/7 access for all consumers to get fit. In the paper we will discuss the new service division of customer service for Snap Fitness.

**New Service Plan**

The new service for Snap Fitness is personal training service where members who are not able to participate in training, whether because of transportation, personal or medical reasons to have a home trainer travel to your house twice or three times a week. This service would provide each member with a work out depending on their physical or medical needs. The service would include a personal trainer, a smart wristband that tracks the person’s cardo workout and vitals, and new scales to keep track of their weight as they work out each day.

**Mission Statement**

The mission statement for Snap Fitness is, “We are committed to providing a safe community oriented environment for people of all skill and fitness levels. Our gym caters to all individuals and their specific training and athletic needs through nationally certified personal trainers, a wide variety of fitness classes and well-maintained equipment.” (Snapfitness.com, n.d)

**Product or Service Differential**

Snap Fitness has many services available to their consumers who can travel to the gym. Since most gyms have never offered this type of service, this would possess Snap Fitness to help members that can’t get access to the gym due to transportation, personal or medical reasons. Snap Fitness could have a program where members could sign up for a home personal trainer for a number of days a week and that trainer would come to their home and have exercise activities for them. This type of service would be slightly different from physical therapy because the member could choose the length of time they would need the personal trainer and could renew their membership.

**Customer Needs and Competitive Advantages**

There really isn’t a service offered like the home personal trainer since most gyms don’t offer such a program or if it’s for a medical reason there is physical therapy, but physical therapy is only paid for by insurance and could only last for as long as the insurance company wants to pay. The main competitive advantage Snap Fitness gain from this new division is its convenience because members can choose how long they need the personal trainer and exercise rather than an insurance company. While the physical therapy would be paid by medical insurance, Snap Fitness could do a physical therapy program designed to be affordable for those that would need it and could make it so the members could be signed up for as long as they would need it.

**Vision**

The vision for home personal training is to inspire people to live a healthy lifestyle by providing them with the best opportunity to achieve their goals without having to find transportation or worry about being cut off from physical therapy too soon. The purpose of the home personal trainer is to provide consumers with the experience of working out with personal trainers in the comfort of their home.

**Business Model**

Business: Snap Fitness gym locations are open 24 hours a day seven days a week, and provide products and services that are convenient, affordable, and fun for its customers.

New Division Idea: The new division is a home personal training service for members who are not able to get to the gym due to transportation, personal or medical issues. It would eliminate having to go to physical therapy sessions that only last for as long as the insurance companies want to pay for it.

Customers: Customers that would be interests in this program are consumers limited to transportation, elderly, and members that would like the service just in case they are not able to make it to a personal training session.

Market: There are physical therapy training programs, but none of this magnitude. Many of these programs come with pre made work outs for customers, whereas the home personal training is determined by the information gather from the smart wristband, scale, and the exercises need to achieve or maintain maximum health will be determined by the results of the information recorded.

Product/Service: There are other companies that have similar programs like the company Anytime Fitness, but they do not possess the vast features that home service possess like having a home personal trainer, the exercises are determined by the health of your body not the trainer like the other companies, and this service come artificial intelligence that have incredible safety features and other benefits.

Valuation: Anytime Fitness programs range from $30 to $50 depending on duration of the program. Anytime Fitness has gym locations in North America, Canada, and South America, which allow the company room for flexibility and innovation in price setting. Snap Fitness has nearly 2,000 locations in U.S., Canada, Mexico, Australia, New Zealand, India, and the U.K.

Financial Analysis: With equipment needed such as smart wristband and digital scale; the estimated investment of these products along with training for the personal trainers would need to do the home services can be in a range from $10 million or more.

Marketing Plan: A market analysis was conducted, to which information was collected about the new division, the completion was analyzed, and the customer expectations of the services were researched. The market analysis reveals that marketing this service on websites that are heavily populated with consumers looking to discover new information such as Google and Yahoo, and also targeting popular social media sites like Facebook and Twitter.

Competition: One of Snap Fitness main competitors is Anytime Fitness, which does have much in common with Snap Fitness except for the home personal trainer program that are offered. Anytime Fitness does not offer the home personal trainer technology that Snap Fitness would have, and Anytime Fitness determine the exercises for the customer.

Risk: Snap Fitness faces a risk / reward chance in this situation because there is a lot of money that is required to support this project, and there no guarantee that it service will succeed. If the service does succeed, there is also a risk that more members will want the program more than attending a physical location, which can affect the company cash flow negatively.

**Mission and Vision Alignment**

Snap Fitness Mission is to commit to providing a safe community oriented environment for people of all skill and fitness levels. Snap Fitness gyms caters to all individuals and their specific training and athletic needs through nationally certified personal trainers, a wide variety of fitness classes and well-maintained equipment. (Snap Fitness, n.d). The mission statement of the home personal training is closely aligned with the main body’s statement of offering convenient, affordable, and fun options to our members to help maintain their health both physically and mentally.

**Summary of Vision, Mission, and Values**

The vision, mission, and values has been strategic infused in the creation of the home personal training program because the main is to help members meet their goal of wellness in a convenient and exciting manner, and the home personal training is yet another method that members can use to achieve their objectives.

**Guiding Principles and Values**

The principles of this division have been mention earlier in the paper because the principles and values derive from the company mission statement and are the same three words that are specified in the division mission statement. The guiding principles of the division are convenient, affordable, and fun. The division will provide consumers with schedule flexibility, at an affordable cost, and be an exciting new experience.

**Conclusion**

It is imperative to a business success that they have a sound vision, mission, and values in place to create a formidable business model for every division that make up the company. If Snap Fitness sticks to this new service, their business could be even more successful and would offer more to consumers then most gyms have to offer. This paper serves as an example of the time and dedication that a company has to apply to become successful.

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