Simply Fit will be a community fitness center intended to help residents of Wellsville and the surrounding communities to practice strength and conditioning programs to improve their health and better their lifestyles. It is intended for people of all shapes and sizes, from the highly specialized body builder to the elderly trying to maintain use of crucial muscles that may weaken with age. This fitness center is, by design, broad, general and inclusive. We will not specialize in one particular wellness routine or program, we will generalize in order to welcome all people. Athletic improvement in sports, achieving personal goals, and weight loss are just a few of the goals that may be achieved through a membership at Simply Fit. Our facility will provide the community with the equipment needed for all areas of fitness; cardiovascular, stamina, strength, flexibility, power, speed, coordination, agility, balance and accuracy.

Simply Fit will be the only fitness facility in the area that is truly dedicated to engaging in the health and fitness needs of our community. This will be done through providing the highest quality equipment, constantly keeping our staff up to date on certifications, providing a new and clean gym, offering flexible membership options, convenient hours and a fun, social and friendly atmosphere. We want all to feel welcome, because Simply Fit is where everyone belongs!

This is a new service to the area; therefore, it is in the introductory stage of the product life-cycle. Since the service is very new, this integrated marketing plan will help to promote growth in members at the facility. Through marketing, sales of memberships will cause Simply Fit the enter the growth portion of the product life cycle. Simply Fit will continue to meet customer needs and wants to ensure it does not reach decline in the life cycle.

![Product Life Cycle Graph]
Why Simply Fit?

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The sports and fitness club industry is a booming business that produced over $10.6 billion last year and is projected to continue its current trend.

Simply Fit will serve Allegany County, specifically Wellsville, New York. It will help the community become more active and healthy through its unique facility and innovative wellness programs. Simply Fit will be a full-service multi-sport fitness center situated on Main Street in Wellsville, New York. There are currently no other facilities like this one in Allegany County. This plan will be used to define the scope of our services, how we will market them and our plan to gain and retain new members. It will also be used on a continual basis in the evaluation of Simply Fit’s mission, goals, and objectives.

Simply Fit is a friendly, community-oriented fitness center that will help individuals reach their fitness goals. Personal gains, such as improved self-esteem and self-motivation, combined with measurable benefits will help maintain motivation and success for each member.

It is our mission to provide the best facilities, staff, and equipment, to fully meet the various fitness and athletic needs of our members and the community. Simply Fit is determined to create an unmatched community atmosphere that will add to the enjoyment of every member and employee of the facility. Dedicated to the community, Simply Fit strives to support and sponsor community events, as well as host them whenever possible. Our hope is that through the use of our facility, people will find a new enjoyment and appreciation for health, fitness and sports. By using our facility, it is our goal to enhance one’s well-being and health.

The keys to success for Simply Fit will be our ability to market the product and brand effectively, creating an unmatched atmosphere where people will enjoy socializing and exercising and emphasizing that everyone belongs!
MARKET RESEARCH AND METHODOLOGY
Online surveys were used to collect information regarding the fitness wants and needs of people in Wellsville and the surrounding communities. They were also used to understand what people currently do to stay active, healthy, and fit. The questionnaires were completed by a total of 279 prospective customers at random. The response rate was 10% higher than expected. Additionally, secondary research was completed. Overall, both forms of market research were insightful for providing information needed to make Simply Fit useful and successful. The hypothesis that Simply Fit would be widely accepted in Wellsville was confirmed through the conducted research. Overall, the feedback was extremely positive and 90% of those surveyed were very receptive to the opening of this facility and said that they would patronize Simply Fit. In addition, the research introduced valuable ideas for Simply Fit, that had not yet been considered.

CUSTOMER NEEDS
Simply Fit seeks to provide its clients with a facility that will meet their personal and specific needs and wants, as well as offer the benefits that are currently lacking from other local establishments. Simply Fit will fulfill the following benefits that are important to its customers:

**Customized:** Simply Fit will offer a totally customized solution for each person and family. It will have a variety of membership options that are flexible to suit each individual's lifestyle.

**Convenience:** Customers will not use the service if it is not convenient. Simply Fit recognizes this and will strive to make its services as convenient as possible for the targeted customer groups. It will be centrally located, with ample parking, offer child care and convenient hours.

**Results Oriented Strategy:** Simply Fit will need to help its clients see results in order to attract and maintain memberships. Simply Fit will strive to address all of the customer needs and provide them with significant value.
SOCIAL AND CULTURAL FACTORS

There has been an increased usage of fitness facilities in recent years. Exercising and “working out” has become a more mainstream activity over the last decade. Five to ten years ago there were widespread reports about the major health crisis, obesity. Americans tend to have high obesity rates. For the most part, this is attributed to Americans’ unhealthy diets of fast food, and overall poor food choices, especially fried foods. Poor diet is not the only factor. Americans are fairly inactive, with only 19% of people age 20-40 exercising three times a week. Fortunately, that has begun to show improvement over the last ten years. The percentage of active people has increased to 43% as of 2002. More and more people are going to the gym after work or are incorporating some sort of outdoor activity into their daily routine. However, in Wellsville’s situation, without a fitness outlet, incorporating a routine into one’s schedule is very challenging.

Based on research of the overall fitness industry, it has been shown that there is a definite shift from the ordinary workout session (weights and running) to group sessions. These workouts have proven to be more effective and enjoyable for participants. This also would be effective for Wellsville. As a very friendly community where everyone knows one another, group exercise sessions would be embraced as 63% of those surveyed said that they would be interested in participating in group exercise sessions.

Another trend in fitness has been the inclusion of gym memberships through employers as a part of the total compensation package. As fitness memberships have become a more common element in the working Americans’ lives, companies have begun to incorporate membership as part of their benefit package for employees. Similarly, health insurance companies have also begun offering free or reduced memberships to fitness centers. Simply Fit may leverage these factors to hopefully gain more members through small businesses and corporations in the area.
Today, it is a growing trend to lose weight and live a healthier lifestyle. Most people just don’t know how to achieve their goals and get discouraged when they do not see results. Simply Fit would change that negative outlook and get the people of Wellsville moving! People in general are less active today than they were twenty or thirty years ago so having a fitness outlet is a must.

**Trends that have changed health and fitness in the past decade:**
1. Low Carb Diets - Carbs are eliminated or reduced from the diet
2. Exergaming - Introduction of the Nintendo Wii
3. New Health and Exercise Technology - Apps & fitness tracking gear
4. Dancing - Aerobic style dance classes such as Zumba
5. Marathons - Twice as many people are competing in marathons
6. Exercise Gadgets - Inventions that are “proven” to help lose weight
7. Fitness Shoes - Claiming to help us tone our legs as we walk
8. Extreme Weight Loss - Can be dangerous; surgery, diet cleanse, etc.
9. Core and Functional Training - A focus on abdominal muscles
10. Healthy Lifestyle Changes - People are trying to lead healthy lifestyles.

Based on these specific trends in fitness among others, Simply Fit can be assured that there is a desire for people to get “fit.” Simply Fit may leverage some of these trends in its approach to marketing its services.
SIMPLY FIT’S CUSTOMER
In general, Simply Fit will attract adults ages 18 to 70. However, the majority of its patrons will be in the range of 35 to 60 years old. These people will most likely live or work in the area. Allegany County has roughly 30,733 people that fall into that range. This is our strongest market segment. The profile for Simply Fit’s customer consists of the following geographic, demographic, and behavioral factors.

GEOGRAPHICS
The immediate geographic target is the town of Wellsville and surrounding areas. Those within a 30-mile radius of Wellsville are also in need of the facility and services.

DEMOGRAPHICS
• The total targeted population is 30,733 people ages 18 and over.
• Simply Fit will attract both males (50%) and females (50%).
• The household income range for potential members is $20k-75k+.
• 42% of the prospective patrons have one or two people living in their household. 58% have three or more people living in their household.
• 80.7% of the prospective patrons have a full-time job.

BEHAVIOR FACTORS
The community recognizes the need to have physical activity in their lives. The majority of the community has incorporated some sort of exercise program in their daily and weekly routines, but feel it may be enhanced or improved upon. The majority of potential patrons said they need to lose weight.

ECONOMIC BUSINESS CONDITIONS
The economic down-turn may have a negative effect on Simply Fit. As people are trying to make ends meet, paying for a membership at Simply Fit may not be one of their top priorities, especially in the small community of Wellsville where the median income is already quite low.

Household Income Levels*  
*Compiled based on survey results.
EFFECTS BASED ON THE STATE OF TECHNOLOGY
As technology is always changing, Simply Fit plans to lease its equipment in order to maintain the most up-to-date technology in its centers. The main form of technology that will separate Simply Fit from other facilities is the inclusion of FitLinxx. FitLinxx is a computerized system that attaches directly to fitness equipment, adding an extraordinary “intelligent” dimension to the workout experience. FitLinxx learns users’ programs, coaches them individually through their workout for better form, provides a level of safety and confidence during every exercise, and tracks their progress over time. On strength equipment, FitLinxx appears as an easy-to-read touch-screen display that is attached to the machine. For cardiovascular equipment, each machine’s existing console is simply networked to FitLinxx via a wireless module. FitLinxx differentiates one facility from the next which helps to attract new members. It also is notable as it can improve a new member’s success rate, in-turn retaining members. This device will also reduce the number of multiple trainers on the floor at all times as it can provide insight that allows instructors and personal trainers to identify members that are in need of support and personal training. In order for Simply Fit to stay on top and keep people interested, they must have the best facility and technology possible.

EFFECTS BASED ON POLITICS
Michelle Obama’s “Let’s Move” Campaign may be very beneficial for Simply Fit. This political campaign is intended to curb childhood obesity. As two-thirds of American adults and one-third of American children are overweight or obese, Michele Obama is exposing the truths and dangers of obesity. Simply Fit can only hope that this too will drive people to reevaluate their fitness level and join Simply Fit.

EFFECTS BASED ON LAWS AND REGULATIONS
Although there are many liability issues and insurance concerns with fitness centers, there are very few laws and regulations surrounding these facilities. Most centers are based on, “At your own risk,” in which contracts at the time of membership sign-up, reduce ownership liabilities. Simply Fit will consult with a lawyer when writing up membership contracts. Other laws may include health and safety concerns regarding the cleanliness of the facility. These codes will be no problem for Simply Fit as they are to be known as the cleanest facility in the area. Fitness centers may be held responsible if clients are injured while exercising.
FINANCIAL ENVIRONMENT
Simply Fit is going to depend on personal savings and small business loans for funding this facility. The secured funds will be used for building space, leasing exercise equipment and start-up marketing needs. A portion of the funds will be used for operating expenses until profits are made.

GOVERNMENT ENVIRONMENT
A preexisting building will be used for Simply Fit. Billy Braun (Code Enforcement Personnel) will be contacted with regards to code enforcement and other structural codes and regulations.

MEDIA ENVIRONMENT
Wellsville does not have a vast media outlet. The local radio stations and newspapers will be informed of the grand opening so PR exposure may be achieved.

SPECIAL INTEREST ENVIRONMENT
This plan has the potential to be affected by discussions about a branch of the YMCA coming to town. It is obvious that Simply Fit will be more successful than a YMCA, because Wellsville residents prefer to support local companies and have rejected this idea in the past. Simply Fit must beat the YMCA into the area or else it may have no chance for success. In addition, there is a special interest group in town that has been working with the Olean and Bradford YMCA hoping to bring a YMCA to town. Thus far, they have not been successful. If Simply Fit opens, the chance of a YMCA coming to Wellsville will be reduced.
COMPETITIVE ANALYSIS

The main competitors for Simply Fit are the following:

Curves for Women (Wellsville): Services are targeted toward women. Aimed at casual fitness-seekers who do not exercise with high intensity but still desire to be active with their friends, working out at Curves is also a social event that provides a type of status and recognition.

TNT Gym (Wellsville): This is more of a “hang-out” for a particular group. The services are geared towards all types, however, the regular athlete or heavy weight-lifter tends to take over the small, cramped space.

YMCA (Olean and Hornell): The market is lower-income families and/or students who want accessible and affordable fitness facilities. The competition of this facility is not overly direct as it is at least a half hour drive.

Additional Competition: For those who do not utilize a specific fitness facility, they take advantage of alternative ways to exercise. For example, these people may use a home gym, walk, bike, hike, participate in organized sports or frequent the Community Center’s option for open and lap swim. Simply Fit must draw these people in and make them realize that Simply Fit can enhance their results.

THE COMPANY ENVIRONS

Simply Fit will be run by personnel that have a lifetime of experience in the industry. However, they have never owned and operated a fitness facility. With very active lives and backgrounds in athletics, Simply Fit will be able to provide the best information to its clients. It will be necessary to have other skilled employees on hand. These people are valuable to the success of Simply Fit. There will be certified personal trainers in-house and a contracted nutritionist available at various hours throughout the week. The services and facility to be delivered will be the best in Allegany County.

Distance Willing to Travel to Exercise*

- Less than 5 Miles: 42%
- 5 - 10 Miles: 10%
- 11 - 20 Miles: 42%
- 21 - 30 Miles: 4%
- More than 30 Miles: 2%

*Compiled based on survey results
Simply Fit is a startup Fitness Center in Wellsville, Allegany County, New York. The center will provide health and fitness services that are exceptional in quality and affordable. Simply Fit will be a state of the art facility with quality equipment.

Simply Fit is targeting Wellsville and surrounding communities as the market.

“Success is not measured by what you accomplish, but by the opposition you have encountered, and the courage with which you have maintained the struggle against overwhelming odds.”

Orison Swett Marden
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Location
THE BUILDING
This is a three-story commercial building in the village with unlimited possibilities. This property is over 26,000 square feet. In phase one, Simply Fit will be occupying about 3,600 square feet of this space. The membership sales and welcome area will utilize 500 square feet, the workout space will use 2,000 square feet, the office will occupy 300 square feet, and the locker rooms are 800 square feet. In addition to the fitness facility, the remainder of the building can be used for apartments, retail space, restaurant space, etc. However, after year 4, it is expected that Simply Fit will be ready to move into phase two of its building process. Phase two is expected to include renovations of the second floor for a basketball court and a tennis court.

The building specs are as follows:
List Price: $49,900  Est. Annual Taxes: $3,300
Property Type: Commercial  Est. Sq. Ft.: 26,278
Address: 23 N. Main Street, Wellsville  County: Allegany
See page 65 in the appendices.

Operations
HOURS OF OPERATIONS
Monday - Thursday  5:30 AM - 10:00 PM  Friday  5:30 AM - 8:00 PM
Saturday  8:00 AM - 6:00 PM  Sunday  8:00 AM - 4:00 PM

MAXIMUM CAPACITY
The maximum capacity of Simply Fit during the opening stage is 250. Once phase two is complete, that number will be re-evaluated. Simply Fit will abide by all emergency exit procedures and fire codes.

BASIC OPERATION STANDARDS AND RULES
• Each person will enter and exit the Fitness Center by the main entrance on the west side. No other door may be used unless in the case of an emergency.

• Proper athletic attire, including a shirt, must be worn in every area of Simply Fit.

• The safety of Simply Fit patrons is top priority. Many activities of the facilities are inherently dangerous and participation may result in bodily injury or death. Users acknowledge these dangers and risks and knowingly assume them by using Simply Fit.

• Children under 18 are not allowed in the weight room or aerobics areas for safety purposes. They must be in the child care area (6 months to 12 years) or supervised during “Teen Aerobics” (ages 12-17).
The Facility

Simply Fit will provide the following for its members:

- **Locker Rooms**
  - 100 Lockers
  - 2 Sinks
  - 2 Showers
  - 2 Toilets
  - 1 Changing Room
  - 2 Hair dryers

- **Stretching Mats**
  - 12 Mats
  - 2 Bosu Balls
  - 4 Stability Balls
  - 4 Medicine Balls/Kettle Balls
  - 1 Sit-up Headrest
  - 4 Jump Ropes
  - 4 Spri Bands
  - Steps

- **Weights/Benches**
  - 3 Benches
  - Dip/Pull up
  - Free weights/Bars

- **Cardio Equipment**
  - 12 Treadmills
  - 7 Elliptical Machines
  - 5 Bikes
  - 1 Stair Stepper
  - 1 Rowing Machine

- **Circuit Machines**
  - Leg Press
  - Leg Curl
  - Leg Extension
  - Chest Press
  - Fly Out
  - Lat Press
  - Shoulder Press
  - Lat Pulldown
  - Biceps Curl
  - Triceps Press
  - Abdominal Crunch
  - Back Extension

Services

Simply Fit provides a facility for the community to increase their fitness levels either alone or through wellness strategies and programs. Simply Fit will emphasize that a wellness strategy is a long-term effort, combining both health-promotion and exercise-related activities designed to facilitate positive lifestyle changes. Simply Fit will work with individuals to help them develop a goal that will suit their needs. New members will be offered, free of charge, a fitness assessment along with the opportunity to meet with a health professional to design a personalized fitness program. Finally, Simply Fit will help track each individual’s progress using FitLinxx technology, based on their individual goals.

Specific Services Include:

- Personal Trainers
- Nutritionists
- The Café
- Childcare
- Aerobics Classes
- Spinning Classes
- Notifications/Newsletters
- Personalized Fitness Plans
- Fitness Basics Class
LEGAL ENTITY & OWNERSHIP
Simply Fit Wellsville is currently registered with the Secretary of State (New York) as a limited liability company under the name, “Simply Fit Wellsville, LLC”. We will operate as “Simply Fit Wellsville, LLC Community Fitness Center”.

MANAGEMENT & EMPLOYEES
Lauren Thomas, President and CEO of Simply Fit, has a strong marketing, communications, and design background in addition to her passion and understanding of health and fitness. She will advise all creative for this marketing plan. Additionally, she is in charge of major operation decisions.

We at Simply Fit believe that customer relationships are extremely important and they are just as much the root of success to a business as the marketing plan. Therefore, we will employ those who are passionate about helping others and living a healthy and active lifestyle. These people have exceptional communication skills and will engage in communication with our members. Additionally, the staff members will be knowledgeable about how each machine works and what settings are safe and appropriate for member’s weight, height and fitness goals.

ORGANIZATIONAL STRUCTURE
Simply Fit will follow a hierarchical structure with Lauren Thomas at the top as President and CEO. There are two additional facility heads hired to maintain operations when Lauren is not present. The other staff members will include, front desk/customer service, facilities management, accounting, membership sales and marketing, administrative. Additionally, personal trainers, instructors and nutritionists will be hired on an hourly basis.
PRICING

Prices for using Simply Fit’s services and facilities is comparable to middle-of-the-road fitness center pricing. The prices reflect the quality of the equipment and service.

**Standard Membership prices are as follows:**

- Single senior (62+): $22/mo. $251/yr.
- Single Adult (28-61): $32/mo. $365/yr.
- Single Young Adult (18-27): $26/mo. $296/yr.
- Senior Couple (62+): $40/mo. $456/yr.
- Adult Couple (18-61): $60/mo. $684/yr.
- Family (three or more): $68/mo. $775/yr.
- Family (plus childcare): $78/mo. $889/yr.
- Single Adult (plus childcare): $44/mo. $522/yr.

**Specialized Pricing:**

- Visitor Day Pass: $5/day
- Weekly Membership: $10/week
- Classes only: $4/class

The above prices are based on a 3-month contract. The patron’s contract will automatically renew unless a dis-enrollment form is completed at least 15-days prior to the next auto-draft. If the patron signs a 12-month contract up-front, he/she will receive a 5% discount. The specialized pricing options are for those who may need more flexible options or may want to check out the facility.

**INCLUDED IN MEMBERSHIP COST**

Memberships include use of all fitness equipment and classes (with the childcare option, childcare is also included). With initial sign-up, members have the option to take the Fitness Basics class, receive a fitness analysis, and one free personal training session.

**ADDITIONAL COSTS**

For additional fees, patrons will be able to set up one-on-one personal training and/or nutritionist appointments.

**Price Willing to pay Monthly for Membership**

- **$19** (11%)
- **$20** (7%)
- **$23** (29%)
- **$25** (1%)
- **$35** (28%)
- **$29** (14%)
- **Other** (10%)

*Compiled based on survey results*
The following SWOT analysis captures the key strengths and weaknesses of Simply Fit, and describes the opportunities and threats that Simply Fit may face.

**Strengths**

Strengths are long-term and internal. They are capabilities of Simply Fit that provide a superior competitive advantage and meet a top-ranked customer need.

- The monthly newsletters will provide a results-oriented approach to attracting and maintaining customers through testimonials and personal stories.
- Simply Fit can provide well-researched, detailed health and wellness programs that are long-term in focus.
- Professionally and intensively trained staff.
- Knowledgeable and friendly staff that have a true passion for helping the community and caring for the needs of its members.
- Top of the line equipment, regularly maintained and updated.
- Online presence to help clients stay informed.
- Access to track fitness progress through FitLinxx.
- Fun and comfortable ambiance: Our members will feel comfortable and eager to exercise with one another.
- Clear vision of the market need: Simply Fit recognized the need for this facility in Wellsville. Simply Fit hopes to deliver the needs that will create very loyal, passionate members.
- Convenient and flexible membership options that satisfy the customer.
- Child Care offerings at specific hours.
- Community involvement.
- Simply Fit will be the leading Fitness Center in the area.
- Simply Fit will be a multi-faceted facility.
- Customer satisfaction contributes to great marketing communication
- Strong marketing communication with newspapers ads, direct mail pieces, area publications, facility website and radio spots.
- Offering valuable sales promotions and helping to motivate an immediate response from people.
- The owner, Lauren Thomas, has extensive experience in the fitness industry.
- The facility and its offerings are well thought out according to the needs of the people.
Weaknesses
Weaknesses are long-term and internal. They are capabilities or lack thereof, that Simply Fit will need to overcome, or else they may prevent Simply Fit from meeting its top ranked customer need.

- A small privately owned facility with one location.
- High costs associated with customized, personal service.
- Lack of high volume.
- Little experience running a fitness facility.
- Equipment fees and start-up costs.
- High insurance costs.
- Newness, no brand exposure.
- Membership Fees: Our services may not appeal to potential customers with a limited budget.
- Expensive start-up marketing costs to attract patrons.
Opportunities

Opportunities are short-term and external. They are the specific events or situations that Simply Fit may capitalize upon to help increase members and revenue.

- Fitness trends: Large market and increasing demand for getting healthy and staying fit.
- The growing population’s interest in group fitness: In the last couple of years, it has been found that there is a large population of individuals that are interested in group workouts rather than going to the gym alone.
- Increasing heart and obesity diseases are causing people to pay attention to exercise.
- People are getting more familiar with the concept of “gyms” and “fitness centers” in their daily lives.
- A large segment of the market is still untapped; low income area can become a special focus since everyone is welcome at the center.
- Potential to gain previous fitness center (those who enjoyed the fitness center that closed in the early 1990s) clients.
- The high demand for a fitness center in the Wellsville area.
- The ability to leverage research that supports the idea that long-term wellness programs will have a significant and positive impact on one’s lifestyle.
- The overall change in society where the individual is taking more responsibility for health maintenance.
- Leverage the potential to meet new friends and create social bonds.
- To create an online store, build internet presence and community.
- To create new events for the community.
- Creation of new jobs.
- Potential to open another location in the future provided the first location is successful.
**Threats**

Threats are short-term and external. They are specific events or situations that may have a negative effect on the financial situation of Simply Fit.

- Declining economy: Many people are becoming increasingly conservative with how their money is being spent.
- Allegany County is not an overly prosperous region.
- Dealing with a rural area.
- Not everyone recognizes the benefits of exercising.
- Competition from current established competitors: Other establishments may try to mimic features of Simply Fit.
- People continuing to utilize their personal and current form of exercise; resistance to change.
- Simply Fit must sign up a sufficient number of members.
- Simply Fit must meet the needs of the small community.
- Low cost fitness equipment is becoming more affordable for at-home exercising.
The following are prioritized strengths that need to be leveraged, weaknesses that need to be improved upon, opportunities to take advantage of and threats that need to be reduced to ensure the success of Simply Fit.

- Community Involvement (Strength).
- Convenient and flexible membership options that satisfy the customer (Strength).
- Simply Fit will be the leading Fitness Center in the area (Strength).
- High costs associated with customized, personal service (Weakness).
- The demand for a fitness center in the Wellsville area (Opportunity).
- Simply Fit must sign-up a sufficient number of members (Threat).
- People continuing to utilize their personal and current form of exercise; resistance to change (Threat).
Simply Fit will address the SWOT analysis, specifically the key priority issues, through an inclusive integrated marketing plan. During phase one, the initial plan of action is primarily focused on exposure since Simply Fit is new to the market. Ongoing action plan items include the development and maintenance of the website and newsletter communications. Other ads and promotions will be ongoing as well. Through these ads, Simply Fit will encourage people to come to the facility and take part in group exercise as it is typically more effective than “at home” practices.
In order for Simply Fit to achieve its goals, it must use specific strategies. It is critical for Simply Fit’s success to introduce the facility in a variety of ways before opening the facility. Once opened, Simply Fit will need to have an ongoing marketing campaign with promotions and offers to keep reeling in new clients. The marketing strategies will help develop specific tactics that will seek to develop customer awareness of the brand and services offered. It will also allow for development of a strong customer base, in turn helping to build customer loyalty and maintaining enrollment in the facility and programs.

“It does not matter how many times you get knocked down, but how many times you get up.”

Vince Lombardiage
Integrated Marketing Plan

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The Goals
Our primary goal is to create the number one fitness facility in the community with programs and services that reach out to the entire community.

Planning Objective
It is my plan to present the marketing campaign that will launch Simply Fit. This campaign will focus on the pre-opening, grand opening, and on-going marketing for this facility. The overall integrated marketing campaign will expose to the community the benefits and offerings provided through a Simply Fit membership. This all-inclusive fitness outlet for the entire community will emphasize that all are welcome!

The Keys to Success for Simply Fit are:
1. Marketing: We must make Simply Fit known around the area so that the brand becomes familiar and recognizable.
2. Atmosphere of Facility: By creating an unmatched atmosphere through the use of state-of-the-art equipment, flooring, colors, and big screen TVs, people will want to frequent our facility often and our ability to retain and gain members will be enhanced.
3. Knowledgeable/Qualified Staff and Management: By providing the users of the facility with knowledgeable and qualified staff who show genuine concern for the patrons, people will feel comfortable and confident that Simply Fit can meet all of their health and fitness needs.

The Integrated Marketing Communications Objectives for Simply Fit are:
1. Gain 325 memberships in year one, 538 by the end of year two, and 650 by the end of year three.
2. Sponsor and create at least one community event in our first year of operation.
3. Create a 60% brand awareness to residents within a 30-mile radius of the facility.
4. Generate a 10% yearly increase in sales.

**Desired Number of Members by Year 3**
*Compiled based on survey results*
The target market for Simply Fit is not particularly segmented as it will appeal to ages 18 and over. However, the strongest market segment will be both male and female adults ages 35 to 60 years old who either live or work in the area. Simply Fit realizes that with quality services and exciting programs, we can capture at least 1.75% of the 30,733 people (18 and over) within a 30-mile radius of Wellsville. This will equate to 538 new members by the end of year two.

The following are specifics of the broad target market:

- The immediate geographic target is the town of Wellsville and surrounding areas.
- Communities within a 30-mile radius of Wellsville are in need of fitness facilities and services.
- The household income range for potential members is $25,000-$75,000+.
- Ages 35-60 looking for personal training and willing to spend the money for it.
- Athletic males and females, to represent that this facility can give you superior results.
- Those looking to lose weight, increase athletic performance, or simply maintain a healthy lifestyle.
- Baby boomers who are always looking to stay young.
- Post-physical therapy patients.
COMMUNICATIONS POSITIONING

The following positioning is a concise statement incorporating the essence of what we want every member of our target market to know, believe and remember about Simply Fit.

Through this marketing plan, people will become excited about Simply Fit. They will see that Simply Fit can have a dramatic effect on one’s lifestyle and well-being. It is the most effective fitness center and wellness strategy program in the Allegany County area. Simply Fit makes everyone feel welcome through its positive energy and serves the needs of all people. It specializes in understanding the needs of people living within a rural region and aims to have a strong presence in the community.
KEY MESSAGES

The tactics will be executed using the following key messages which are derived from the communications positioning for Simply Fit. This must be communicated to the community of Wellsville and surrounding local areas regularly to maintain membership enrollment.

**Primary Key Messages**
1. We are the number one fitness center in the area.
2. We are bringing back key features and more to our facility that were well received at the Wellsville fitness center of 1990, which closed due to structural issues.
3. There is a focus internationally on health and wellness.
4. We are active in the community and committed to improving the overall health of those in the community.
5. We offer more than just a location for machines; we offer personalized services.

**Secondary Key Messages**
1. Health and fitness are becoming more important priorities to people.
2. Simply Fit can bring the community together in a healthy social atmosphere.
3. When you pay into something, you are more apt to use the facility.
4. The closest YMCA in Hornell or Olean NY (35+ minutes away).
CREATIVE BRIEF

PROJECT SUMMARY
Simply Fit will be a full-service community fitness center. It will be situated along Main Street in Wellsville, NY. There are currently no other fitness facilities like this one anywhere in the Wellsville area. Simply Fit needs a strong and consistent identity to promote the company’s unique approach and vision to health and fitness. Additionally, Simply Fit would like to promote its other services such as personal training and the on-site cafe. The creative will help Simply Fit achieve immediate goals including awareness and promotion through the Grand Opening Ceremony and ongoing marketing campaigns. In addition, a significant goal is to steadily increase memberships through the use of a creative strategic marketing. In the long-term, the creative established now will set the groundwork for campaigns to follow.

TARGET AUDIENCE
Simply Fit’s target audience is those looking to better their fitness and well-being through the use of a fitness center. These individuals have most likely had a “fitness void” in their lives for a number of years and are intimidated by the idea of joining a fitness facility. These individuals may have already heard Simply Fit is “Coming Soon,” and are looking for additional information regarding the facility. Our creative must convey that all are welcome and encouraged to join Simply Fit. Simply Fit will have patrons of all ages from 16 through 65 and older. It is our hope that we have about an equal mix of males and females of various abilities. We want our patrons to know that men and women can get the exercise they need and desire at Simply Fit.

PERCEPTION/TONE/GUIDELINES
The perception of Simply fit should be high product value paired with high visibility. The information should have a fresh conversational tone. The pieces will be dynamic, fresh, exciting and welcoming.

COMMUNICATION STRATEGY
The grand opening collateral and various marketing efforts will be direct communication to potential customers. The methods will include direct mail, email blasts, web content, billboards, radio spots, newspaper ads, events, newsletters and brochures. In the first phase of creative, the website will be the primary source of information. Additionally, press-kits will be sent to the media, and a direct mail piece will be sent to inform that Simply Fit is “Coming Soon!” The second phase will begin to advertise free park workouts prior to the opening of the facility. In addition, email blasts will be sent out to remind people that the center is “Opening Soon!” Just before opening, communications will be focused on heightening interest in the Grand Opening ceremony. Invitations and flyers will be distributed in addition to notifying the media again.

COMPETITIVE POSITIONING
Simply Fit has minimal competition in the community. They are both small centers with much less draw than Simply Fit. We want to gain their patrons by highlighting the quality of Simply Fit over the competitors. We want to show that everyone is welcome at our center, which is not the situation at the competitor’s locations. Simply Fit’s marketing efforts, breakthrough facility and branding efforts will separate it from competition. Attention to the overall marketing strategy will help to differentiate the facility.

Main Marketing and Creative Message: Because You Belong.
Simply Fit will operate on the principle that it is imperative to achieve total customer satisfaction if the business is going to succeed. In order to do this, various strategies and tactics will be used to help maintain customer satisfaction and keep membership enrollment on the rise.

**Strategies & Tactics: Action Items**

**Community Involvement**
- Simply Fit will be heavily involved in the area high school athletic training and have a presence at sporting events.
- Simply Fit will join the Chamber of Commerce, Rotary Club, Lion’s Club and other local groups.

**Strong Communications**
- Prior to opening, Simply Fit will send out “Coming Soon” press releases to the media.
- Simply Fit will have a web presence, that will form a community among current members.
- Once Simply Fit opens, the website (SimplyFitWellsville.com) will give members an opportunity to participate in the online fitness community and access current information on special events. Additionally, they will be able to schedule training sessions, track their workouts, log their diets, and buy products.
- Social Media - A Facebook fan page will be used to help keep members/non-members informed.
- Simply Fit will put out a monthly newsletter to offer nutritional advice and exercise tips. It will also highlight specific people who have achieved success at the facility.
- Have a suggestion box at the fitness center to make sure that all participants are satisfied and to become aware of those things that are causing patrons to be less than satisfied so that they may be improved.

**Events**
- Simply Fit will host an annual race (5 and 10K walk/run around town). Each year it will be dedicated to a different local cause and 75% of the proceeds will go directly to a specific charity in the community (Survey Participants after the event to determine its effectiveness).
- Simply Fit will hand out water bottles during the Wellsville Balloon Rally and other local events. Each water bottle will have a health tip and call to action on it. This will spark interest in the facility.
- Simply Fit will be involved as a sponsor for the local Annual Ridgewalk and Run.
- Prior to opening, free park exercises will be held at Island Park during the summer months. This will help spark interest and illustrate the type of training that is available (Survey Participants after the event to determine its effectiveness).
- Grand Opening Event
Press Release

This press release will be issued to the Daily Reporter, The Spectator, the Times Herald and other local media to announce that Simply Fit will be “Coming Soon.” In addition, there will be a press release issued for the Grand Opening ceremony, as shown below.

Celebrate Simply Fit’s Grand Opening!
Simply Fit is Wellsville’s Latest Fitness Center

WELLSVILLE, NY — Wellsville Town Supervisor, Darwin L. Fanton, along with additional Wellsville town officials will join Simply Fit in the Grand Opening Celebration on July 1, 2011. The ribbon-cutting ceremony runs from 11:00 - 11:30 AM, and is followed by live music, a barbecue, refreshments, fun and games.

The brand-new fitness center, located at 23 Main Street, was a dream that became a reality for owner and fitness enthusiast, Lauren Thomas.

“Having spent the last several years heavily involved in fitness and nutrition, it only seems right that I bring the benefits of such a lifestyle to the people of Wellsville,” said Thomas. “I am eager for the center to open and delighted to share the facility with the families of Wellsville.”

Simply Fit will serve Allegany County, specifically Wellsville, New York. It will help the community become more active and healthy through its unique facility and innovative wellness programs. Simply Fit will be a full-service multi-sport fitness center situated on Main Street in Wellsville, New York. There are currently no other facilities like this one in Allegany County. This plan will be used to define the scope of our services, how we will market them and our plan to gain and retain new members. It will also be used on a continual basis in the evaluation of Simply Fit’s mission, goals, and objectives.

What makes Simply Fit unique to the community is the attention that will be paid to individuals to help them reach their fitness goals. Personal gains, such as improved self-esteem and self-motivation, combined with measurable benefits will help maintain motivation and success for each member.

It is our mission to provide the best facilities, staff, and equipment, to fully meet the various fitness and athletic needs of our members and the community. Simply Fit is determined to create an unmatched community atmosphere that will add to the enjoyment of every member and employee of the facility.

This facility was made possible by dedication and commitment as well as the generous support of the Town of Wellsville. The official grand opening for operation is July 3, 2011, however, memberships can be purchased now.

About Simply Fit
Simply Fit is a community fitness center intended to help Allegany County residents practice strength and conditioning programs to improve their health and better their lifestyles. It is intended for people of all shapes and sizes, from the highly-specialized body builder to the elderly trying to maintain use of crucial muscles that may weaken with age. This fitness center is, by design, broad, general and inclusive. We do not specialize in one particular wellness routine or program, we generalize. Our facility will provide the community with the equipment needed for all areas of fitness; cardiovascular, stamina, strength, flexibility, power, speed, coordination, agility, balance and accuracy. For more information, visit www.simplyfitwellsville.com

FOR IMMEDIATE RELEASE
June 28, 2011

Simply Fit Press Release
Press Contact: Lauren Thomas | 585. 593.4599
Lauren.Thomas@SimplyFit.com | www.SimplyFitWellsville.com

###
Web Presence
Simply Fit will strive to keep the community informed through the website. Members will remain active on the site through an interactive portion that will function as an online diary to log workouts and diet. This tracking system is a benefit for members only as they will be issued a login at the time of enrollment. However, the primary focus of the website will be to make users aware of events happening at Simply Fit and around the community.

Screen shots were taken to show the look and feel of Simply Fit’s web site. The colors are consistent through the web site. They are not gender specific, they are calming and neutral and integrated throughout the facility and collateral. The layout is tabbed and has a minimal amount of content.
Communications

Newsletters
Newsletters are a great way to stay in-touch with members of the facility and community. For Simply Fit, it will be especially beneficial for awareness. The content will be very inviting to read and relate well to the readers. One of the most important sections of the newsletter will be the “Biggest Winner” section. Each issue (every two months) will highlight a member of the facility who has seen great results due to exercising more, a changed diet, or both. This section should encourage others to strive to reach their goals, in addition to causing non-members to consider joining. The newsletter will be given to members, placed in doctor’s offices and mailed to various households.

Social Media
Facebook is the main social networking that Simply Fit will utilize. It is most popular in the community and tends to have more local followers than Twitter or other networking sites. Simply Fit will build a relationship with its members and non-members through Facebook. They will then be driven to the website. However, Simply Fit’s page will invite interested parties to “like” it. This is critical because it represents the niche market’s thoughts surrounding Simply Fit.

Additionally Facebook will use “events” to gain exposure and generate a buzz about things coming up at the center and around the community. A few specific tactics that Simply Fit will use are as follows:
- Newsletters through Facebook
- Health Tip of the Day
- Weekly recipe
- Schedule of classes
- Sending individual messages to clients
- Events (Cuts down on paper flyers and invitations)
- Use of status updates for announcements
- Polls/Surveys
- Photos
- Question and Answer on the Discussion Board
- Videos of various exercise ideas (As an interactive element)

The goal of Facebook for Simplt Fit is to make people feel like they are a part of the Simply Fit community. It will also be a great resource for people, the more it is updated, the more effective it will be. Facebook provides an interactive solution to keep members engaged.
This is an accurate representation of Simply Fit's Facebook fan page.
Charity Run
Simply Fit will create and sponsor the race called, “Simply Run For (A Particular Cause).” This race will be held annually, the last weekend in May. There will be multiple events so people of all abilities may participate. There will be a 10k and 5k run, a two-mile walk and “stroller walk.” The participation fee is $20 (early entrants) and $25 (late entrants). Simply Fit will donate 75% of the proceeds to the particular charity, the other 25% of the proceeds will go toward covering the costs of the event. See page 67 in the appendices for information and form.

In order to make this event possible, Simply Fit will do the following:
1. Hold an organizational meeting to get volunteers to help.
2. Identify the charity to be supported.
3. Establish procedures and discuss policies for registration, media relations and publicity.
4. Approach potential sponsors to help finance, publicize or even organize the event.
5. Solicit corporate donations for water, energy bars, other snacks and sports drinks.
6. Contact law enforcement agencies about local ordinances and road closures.
7. Publicize the event on the website and through the use of flyers.
8. Organize training sessions prior to the event for participants to get in shape.
Sponsor Other Events
Simply Fit will have a positive impact on the community through other events. For example, Simply Fit will hand out water bottles at events such as The Great Wellsville Balloon Rally and the Annual Ridgewalk and Run. These bottles will each have a health and wellness tip on them. They will be given free of charge as they are for publicity only. These water bottles will also be placed in the welcome bags.

Some of the key tips that will be on these water bottles are:
- Your brain consists of 90% water.
- Water regulates your body temperature.
- Blood consists of 83% water.
- Water protects and moisturizes our joints.
- Water helps with metabolism.
- Two thirds of your body is water.
Park Workouts
Prior to opening, Simply Fit will offer cardio workout classes held in Island Park, free of charge. These classes will be held on Saturday mornings from June 11th through August 13th at 10:00 AM. No registration is required and participants must bring their own mats. The classes will be structured so that people of all abilities may attend. Depending on each individual’s goals, they can choose to attend the classes that are appropriate for themselves. This program will provide the community with a convenient and affordable fitness option set in a friendly and non-intimidating atmosphere. These fun outdoor sessions will just be a preview of what Simply Fit will have to offer once open.

Cardio Classes by Simply Fit, at Island Park
Simply Fit is Wellsville’s Newest Fitness Center Opening in July 2011 and offering a sneak peak this summer for what you might expect from the facility!

WELLSVILLE, NY — Simply Fit, a new fitness center in Wellsville, announced today that it will be offering free cardio classes in the parks. All skill levels are invited to attend these classes, no registration is required. Who needs to sleep late on Saturdays when you can kick start your day with an amazing outdoor cardio session? The classes will be held on Saturdays at 10AM from June through August. Depending on your goals, you can choose to attend the classes that will be appropriate for you.

Join instructor Kelly Stout as she guides you through a series of exercises. Kelly’s approach is highly interactive, and encourages personal development. You’ll enjoy her warmth and spirit on those beautiful summer mornings. Participants must bring their own mats, participation is free of charge. Simply Fit is providing this service to get you summer ready, healthy and in shape for everyday activities. All sessions will focus on building total strength and conditioning.

“We are focused on providing the community with various convenient and affordable fitness options in a friendly, non-intimidating atmosphere. These fun outdoor sessions are just a preview of what Simply Fit has to offer!” says Lauren Thomas, owner and founder.

In addition there is emphasis on flexibility. Once you reach 35 years of age the body begins to loose flexibility. In most activities, our flexibility is more important than our strength. Unfortunately, most people do little if any stretching. They do not know how to stretch or what to stretch or they don’t want to get down on the floor. This is the perfect chance to see if a membership at Simply Fit is for you. Take this opportunity to improve your well-being this summer with your friends and family!

###

About Simply Fit
Simply Fit is a community fitness center intended to help Allegany County residents practice strength and conditioning programs to improve their health and better their lifestyles. It is intended for people of all shapes and sizes, from the highly specialized body builder to the elderly trying to maintain use of crucial muscles that may weaken with age. This fitness center is, by design, broad, general and inclusive. We do not specialize in one particular wellness routine or program, we generalize. Our facility will provide the community with the equipment needed for all areas of fitness; cardiovascular, stamina, strength, flexibility, power, speed, coordination, agility, balance and accuracy. For more information, visit www.simplyfitwellsville.com
BECAUSE YOU BELONG.

Join us for free workouts at Island Park
Every Saturday starting June 11 through August 13 at 10am
For more information, visit our website or call, 585.593.2345

Bring an exercise mat and your friends!

www.simplyfitwellsville.com
Grand Opening Event

A Grand Opening is a great way to introduce Simply Fit to the community, especially since it is the first of its kind in the area. It will give the public (potential patrons) an opportunity to see the state-of-the-art facility first-hand and begin to understand the high-quality service being offered to all. A successful Grand Opening marketing campaign and event can be completed for under $5,000. A well-planned and well-executed Grand Opening will jump-start member enrollment and generate a positive ‘buzz’ about Simply Fit in the community. The event should be fun, exciting and welcoming to all!

The Grand Opening ceremony for Simply Fit is perhaps the best opportunity to make a strong impression on the community and prospective patrons in particular. The following are some of the ways in which Simply Fit plans to maximize this one time opportunity. Additionally listed are some of the many needs required needed for this event. The Simply Fit Grand Opening is not only an event – it is a carefully planned marketing campaign that starts months in advance of opening and includes many, if not all, of the following elements:

Advertising Needs
- Billboard
- Direct Mail Piece
- Email Blast
- Radio Spot
- Daily Reporter/Spectator Ads
- Brochures
- Invitations
- Flyers to leave at various businesses
- Promotional offer for first 75 members
- Thank you notes with discount offer

Event Needs
- Walking tour signage
- General Signage
- Food/Refreshments
- Live Music
- Activities (Races, contests, trivia, etc.)
- Prize Wheel
- Bounce House
- Tent/Tables/Chairs
- Ribbon cutting
- Balloons

PR Needs
- Press Kit
- Invitations to Publics
### Grand Opening Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Needs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 23-July 1, 2011</td>
<td>Billboard Goes Up</td>
<td>$700</td>
</tr>
<tr>
<td>May 25, 2011</td>
<td>Compile Invitation List</td>
<td>-</td>
</tr>
<tr>
<td>May 28, 2011</td>
<td>Direct Mail Piece Drops (Qty. 2500)</td>
<td>$1,200</td>
</tr>
<tr>
<td>May 30, 2011</td>
<td>Mail Invitations</td>
<td>$50</td>
</tr>
<tr>
<td>May 30, 2011</td>
<td>Get Press Release to the Media</td>
<td>-</td>
</tr>
<tr>
<td>June 1, 2011</td>
<td>Email Blast: Teaser</td>
<td>$300/3,000 names</td>
</tr>
<tr>
<td>June 6, 2011</td>
<td>Follow Up on Invitation/RSVP List</td>
<td>-</td>
</tr>
<tr>
<td>June 13, 2011</td>
<td>Submit Grand Opening Date to Community Calendar</td>
<td>-</td>
</tr>
<tr>
<td>June 20-July 1, 2011</td>
<td>Radio Spot</td>
<td>$350</td>
</tr>
<tr>
<td>June 20, 2011</td>
<td>Distribute flyers at various retail outlets/restaurants</td>
<td>$100</td>
</tr>
<tr>
<td>June 24, 2011</td>
<td>Follow-up with the Press</td>
<td>$50</td>
</tr>
<tr>
<td>June 27, 2011</td>
<td>Email Blast: Reminder</td>
<td>-</td>
</tr>
<tr>
<td>June 28 - 30, 2011</td>
<td>Newspaper Ad Runs</td>
<td>$400</td>
</tr>
<tr>
<td>July 1, 2011</td>
<td>The Grand Opening Event!</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td></td>
<td><strong>$4,650</strong></td>
</tr>
</tbody>
</table>
Simply Fit will operate on the principle that it is imperative to achieve total customer satisfaction if the business is going to succeed. In order to do this, various strategies and tactics will be used to help maintain customer satisfaction and keep membership enrollment on the rise.

Strategies & Tactics: Action Items

**Simply Fit will use various mediums of advertising and promotion to help gain awareness and in-turn, members.**

- Direct Mail - Printed materials will describe all of the services offered and will give prospective customers insight into Simply Fit’s facility. This material will initially be distributed to a mailing list of 6,000 people.
- Email blasts will be sent to current members and potential leads.
- Simply Fit will advertise through billboards, newspapers (Daily Reporter, The Spectator and The Pennysaver), Bumper Stickers, Brochures, and Flyers to increase awareness, visibility and interest in Simply Fit’s services.
- As a community that listens to the radio regularly, Simply Fit will utilize this medium and advertise during the morning drive.
- Welcome Kits for New Members - A small bag with a welcome letter, water bottle, goal setting notebook, towel, their membership card, and fitness tips will be given to each new member at open house and for various giveaways in the future. They will also be available for purchase at the center.

**Simply Fit will tailor its programs to fit the needs of various groups of people.**

Through advertising and PR, members will become aware of these offerings.

- Simply Fit will give presentations to companies and organizations in Allegany County (or within a 30-mile radius of Wellsville). These will be given free of charge to help gain enrollment. If 5% of the particular business’ employees enroll at the time of presentation, they will be given a reduced membership rate. This may get workers who commute into Wellsville to join Simply Fit and use the facility either before or after work, or possibly on the lunch hour.
- Simply Fit will offer a “Buddy System” program that will add a social element to the facility.
- Simply Fit will have a “Silver Sneakers” program that will help to include the elderly population.
- A major reason people do not join fitness centers is because they are intimidated by the equipment. Fitness Basics is a free option to sign up for upon joining that helps you get acquainted with your options as a member. It also teaches gym etiquette, do’s and don’ts, how to use the equipment and other helpful tips to make Simply Fit more enjoyable.
Direct Mail & Email Blasts
Simply Fit will have a direct mail campaign that will co-exist with email blasts. Both forms of advertising will be used to gain greater reach and awareness. The pieces will reinforce each other.

This piece represents the email blast and direct mail pieces that will correspond with the overall marketing campaign, “Because you belong.” These messages will be seen on the billboards in addition to the direct mail and email blast pieces.
Brochure
Simply Fit will use brochures as a quick reference for information regarding the center. It will be distributed at the center to prospective members as well as local events.
ADVERTISING PLAN

Billboards
Simply Fit will utilize two billboards in town as a means for advertising the grand opening event and at various times throughout the year as part of its marketing efforts. Below is a series of billboards that will be used as a campaign shortly after the opening of Simply Fit.
Grand Opening :30 Radio Spot

**Narrator:**
The Grand Opening event for Simply Fit will take place on July 1st. Free for everyone! We will have live music, food, fun, games and giveaways. Stop by and register to win a free membership for a year! That’s right a free membership for a year! Bring the family and stop by to see what Simply Fit has to offer during the Grand Opening from 10:30 to 4:30 PM on Saturday July 1st. We can’t wait to see you, because YOU belong!

Ongoing :60 Radio Spot

**Narrator:**
Simply Fit provides you with a fun and non-intimidating atmosphere that you need to lose weight and keep it off. All it takes is a sensible diet and a membership for Simply Fit.

**Testimonial #1:**
I love it, the people are great and the facilities are exceptional.

**Narrator:**
Join our popular group fitness classes for all levels and schedules, including yoga, pilates, cycling, boot camp, Zumba and more!

**Testimonial #2:**
I have lost over 50 lbs. and Simply Fit motivates me to keep it off!

**Narrator:**
On-site child care, The Café, work out while watching TV and assistance from trained professionals are just a few of the services that make Simply Fit so unique.

**Testimonial #3:**
The other facilities in town don’t compare. Simply Fit is inexpensive and offers everything you could want in a fitness center.

**Narrator:**
Join us at our grand opening event on July 1st from 10:30am to 4:30pm. It is free to join in on the fun, with live music, games, giveaways, food and more.

For complete details, visit Simply Fit today or go online to www.simplyfitwellsville.com to learn more, because YOU belong!
Newspaper
Simply Fit will advertise in the newspaper for the grand opening event in addition to ongoing campaigns. This ad will run from June 28-30, 2011 to promote the Grand Opening.
**Flyer**
Simply Fit will use this flyer with promotions to help get people “talking” about the center and in-turn, into the center.

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**“BECAUSE YOU BELONG.”**
Stop in today to see what all the hype is about!

Present this coupon to receive **One Free Shake at the Café**
www.simplyfitwellsville.com

Present this coupon to receive **10% Off your Membership**
When you and a friend join together!
www.simplyfitwellsville.com

MUST PRESENT COUPON. ONE PER PERSON. NOT VALID WITH ANY OTHER OFFER. EXPIRES 12/31/11
Welcome Kit

Simply Fit will give new members a welcome kit. This bag will include a welcome letter (see page 66 in the appendices), water bottle, towel, goal setting notebook, membership card (see page 63 in the appendices), bumper sticker and a brochure about the facility and services offerings.

This bag represents what will be given to new members that join the facility. It reinforces the brand and main creative message.
Bumper Stickers
Simply Fit will hand out these bumper stickers in an effort to gain publicity and brand awareness. They will be given away at events, in member welcome kits and to prospective members that may inquire about the facility.
CAMPAIGN TIMELINE

The Schedule
The schedule below illustrates major stepping stones in the creation of Simply Fit as well as the on-going marketing campaign. In addition, it places an emphasis on necessary PR tactics and where they should fall. All the elements are dependent on each other and the timeline must be followed precisely to ensure a successful marketing campaign.

<table>
<thead>
<tr>
<th>Event or Project</th>
<th>Date of Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research the concept for a fitness center in Wellsville</td>
<td>December 2009</td>
</tr>
<tr>
<td>Create a Business Plan</td>
<td>March 2010</td>
</tr>
<tr>
<td>Create an Integrated Marketing Communication Plan</td>
<td>June 2010</td>
</tr>
<tr>
<td>Identify Helpful member Organizations in the Community</td>
<td>July 2010</td>
</tr>
<tr>
<td>Visit with attorney, banker, CPA, and Planning Board</td>
<td>August 2010</td>
</tr>
<tr>
<td>Small Business Loan is Approved</td>
<td>November 2010</td>
</tr>
<tr>
<td>Press Release: Coming Soon, Simply Fit!</td>
<td>January 2011</td>
</tr>
<tr>
<td>Create Website</td>
<td>February 2011</td>
</tr>
<tr>
<td>Advertisements: Direct Mail “Coming Soon” Teaser</td>
<td>March 2011</td>
</tr>
<tr>
<td>5K Charity Run - 1st Annual</td>
<td>May 28, 2011</td>
</tr>
<tr>
<td>Press Release: Free Park Workouts Provided by Simply Fit!</td>
<td>May 2011</td>
</tr>
<tr>
<td>Park Workouts</td>
<td>June 11, 18, 25 &amp; July 2, 9, 16, 23, 30 &amp; August 6, 13</td>
</tr>
<tr>
<td>Grand Opening Celebration at Simply Fit</td>
<td>July 1, 2011</td>
</tr>
<tr>
<td>Hand Out Water Bottles at Balloon Rally</td>
<td>July 16, 2011</td>
</tr>
<tr>
<td>Radio Spot Runs</td>
<td>August 1 - 7, 2011</td>
</tr>
<tr>
<td>Ridgewalk Sponsorship</td>
<td>October 16, 2011</td>
</tr>
<tr>
<td>Winter Sports and Events Schedule Released</td>
<td>September 2011</td>
</tr>
</tbody>
</table>
At Simply Fit, the membership fees will account for nearly 75 percent of the total revenues. Additionally, personal training, nutritionist sessions, food, and clothing sales are expected to make up the other 25 percent.

“Training is what you are doing while your opponent is sleeping in.”

Brian Owen
Financial Analysis & Evaluation

Financials & Budget ........................................ 54
Return on Investment ....................................... 55
Evaluation ....................................................... 56
Conclusion ...................................................... 57
The Campaign & Media Budget
The main marketing campaign expenditures will be for the Grand Opening Event and direct mail pieces. Most of the strategies included in this budget are initial start-up costs, however, some of them are on-going monthly expenditures. It is expected that the annual marketing costs will be about between $15,000 - $20,000 yearly. These tactics are crucial to exposing Simply Fit to the community.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website:</td>
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</tr>
<tr>
<td>- Design</td>
<td>$0 (Designed by Lauren)</td>
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<tr>
<td>- Programming</td>
<td>$650</td>
</tr>
<tr>
<td>- Domain/Hosting</td>
<td>$50/per year</td>
</tr>
<tr>
<td>Park Workouts:</td>
<td></td>
</tr>
<tr>
<td>- Instructor (10 Sessions @ $12/hr.)</td>
<td>$120</td>
</tr>
<tr>
<td>- Flyers</td>
<td>$100</td>
</tr>
<tr>
<td>- Newspaper Ad</td>
<td>$250</td>
</tr>
<tr>
<td>Charity Run:</td>
<td></td>
</tr>
<tr>
<td>- Food (snacks/cake)</td>
<td>$550</td>
</tr>
<tr>
<td>- Live Music (3 hours)</td>
<td>$250</td>
</tr>
<tr>
<td>- Give Aways/Raffles</td>
<td>$300 (Plus donations)</td>
</tr>
<tr>
<td>- Table/Chair rentals</td>
<td>$150</td>
</tr>
<tr>
<td>- Flyers</td>
<td>$100</td>
</tr>
<tr>
<td>Grand Opening:</td>
<td></td>
</tr>
<tr>
<td>- Food (hot dogs/chips/drinks/fruit)</td>
<td>$550</td>
</tr>
<tr>
<td>- Live Music (3 hours)</td>
<td>$250</td>
</tr>
<tr>
<td>- Give Aways/Raffles</td>
<td>$150</td>
</tr>
<tr>
<td>- Table/Chair rentals</td>
<td>$150</td>
</tr>
<tr>
<td>- Advertising/Marketing</td>
<td>$3,150</td>
</tr>
<tr>
<td>- Welcome Bags</td>
<td>$4 (each)x100 = $400</td>
</tr>
<tr>
<td>Water Bottle Handout - With health tip related labels</td>
<td>$250</td>
</tr>
<tr>
<td>Ridgewalk Sponsorship</td>
<td>$350</td>
</tr>
<tr>
<td>Press Release Composition (x3)</td>
<td>$150</td>
</tr>
<tr>
<td>Billboards (x6)</td>
<td>$6,200</td>
</tr>
<tr>
<td>Radio</td>
<td>$200/mo.</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>$1,500</td>
</tr>
<tr>
<td>Bumper Stickers (Qty. 1,500)</td>
<td>$200</td>
</tr>
<tr>
<td>Informational Brochures (Qty. 2,500)</td>
<td>$200</td>
</tr>
<tr>
<td>Newspaper/Publication Ads:</td>
<td></td>
</tr>
<tr>
<td>- Design</td>
<td>$0 (Designed by Lauren)</td>
</tr>
<tr>
<td>- Daily Reporter</td>
<td>$300</td>
</tr>
<tr>
<td>- Pennysaver</td>
<td>$250</td>
</tr>
<tr>
<td>- Spectator</td>
<td>$250</td>
</tr>
<tr>
<td>Newsletters:</td>
<td></td>
</tr>
<tr>
<td>- Design</td>
<td>$0</td>
</tr>
<tr>
<td>- Design for email</td>
<td>$0</td>
</tr>
<tr>
<td>- Print (Qty. 2,000)</td>
<td>$380 (month)x6=$2,280</td>
</tr>
<tr>
<td><strong>TOTAL INVESTMENT</strong></td>
<td><strong>$19,300 (First-Year Cost)</strong></td>
</tr>
</tbody>
</table>
Money spent on marketing will be the best way for Simply Fit to determine the ROI for this integrated marketing plan. If the objective is achieved and 325 members are gained by the end of year one, after $19,300 are spent on the integrated marketing communications campaign, Simply Fit will have an ROI of $161,075 based on the cost of memberships alone. Additionally, Simply Fit will have the intangible ROI of a healthier, happier, and more fit community.

Average Cost of a Membership: $46.25/mo x 12 = $555/yr
Desired New Members: 325
Gross Revenue: $180,375
Marketing Dollars Spent: $19,300

ROI: 8.35:1
Simply Fit’s integrated marketing communications strategy will bring in patrons and good business practices will keep them there. The following objectives are going to be evaluated to test the effectiveness of the plan.

**Objective #1**
**Gain 325 memberships in year one, 538 by the end of year two, and 650 by the end of year three.**

- Simply Fit will refer to member enrollment at the end of year one, year two and finally year three to evaluate if this goal was met.

**Objective #2**
**Sponsor and create at least one community event in our first year of operation.**

- Simply Fit will have either created and sponsored an event or not. However, it is imperative that they do this so that they maintain a face in the community. Additionally, they can survey those in attendance at the events to evaluate what they should do again the following years and what should be changed.

**Objective #3**
**Create a 60% brand awareness to residents within a 30-mile radius of the facility.**

- The best way for Simply Fit to evaluate if they have created a 60% brand awareness within a 30-mile radius is to create an end-of-year survey.

**Objective #4**
**Generate at least a 10% yearly increase in sales.**

- This objective will be evaluated at the end of year two.
CONCLUSION

Obesity has increased dramatically in almost every state, race, age group, and sex over the past twenty years. Close to 65% of the American population is either overweight or obese which is defined as having a BMI of > 25 kg/m². Obesity is associated with a number of adverse health consequences. Higher body weight can have a marked increase in morbidity from hypertension, type 2 diabetes, coronary heart disease, stroke, gallbladder disease, osteoarthritis, certain types of cancers, psychological disorders, as well as increase in all cause mortality. Wellsville is no exception to these numbers, and that is why this marketing plan is imperative to the health and fitness of the community. These statistics are not to be taken lightly as they affect people in our community everyday. Through the marketing plan, it will be possible to bring members of the community together at Simply Fit for the benefit of their health and wellbeing.

I am fully ready to commit to Simply Fit and dedicate the needed time and effort that will contribute to the success of the facility and programs. This integrated marketing plan will help the business succeed and help the community reach their goals. I will put this marketing plan into action so that all members of the community will feel that they too can belong to the new-found community, Simply Fit.
The following pieces represent the visual identity of Simply Fit and the research surrounding it that made the facility possible. It gives you a good idea of the look and feel that the marketing collateral will have. It also contains other information valuable to this business and marketing plan.

“Every time you compete, try harder to improve on your last performance. Give nothing short of your very best effort.”

Elgin Baylor
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THE IDENTITY

The Logo
As shown above the logo may be used in a horizontal or vertical orientation.

The Color Palette
The color palettes are represented below and must be integrated in all marketing collateral.

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>78</td>
<td>42</td>
<td>61</td>
<td>24</td>
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<td>83</td>
</tr>
<tr>
<td>5</td>
<td>25</td>
<td>17</td>
<td>29</td>
<td>15</td>
</tr>
</tbody>
</table>
The following questions were answered via online survey by 279 people.

1. How old are you?
2. What is your gender?
3. How many people live in your household?
4. What town in Allegany County do you [did you] reside in?
5. What is your household income?
6. What is your employment status?
7. How far are you willing to travel to a fitness facility?
8. Please choose the answer that best describes you in regard to your weight.
9. Please choose the answer that best describes you in regard to your current fitness lifestyle.
10. What is your favorite form of physical activity?
11. What activities do you engage in to stay healthy and fit?
12. What motivates you to exercise?
13. Where do you currently exercise?
14. How satisfied are you with the exercise facilities (ex. Curves & TNT Gym) in Wellsville or your area?
15. Were you a member of the Wellsville Fitness Center when it existed?
16. What time of day would you be most likely to work out at a facility?
17. How many days a week would you/do you use an exercise facility?
18. When exercising, how do you/would you like to pass the time?
19. How important are each of the following to you at a fitness facility?
20. If you do not use a fitness facility or would not want to, please indicate why not?
21. What equipment are you most likely to use when exercising?
22. When using a fitness facility, would you be most likely to use?
23. What would you be willing to pay (monthly) for a single fitness center membership?
24. If a variety of fitness center membership options existed, which would you be interested in?
25. Would you consider volunteering at a fitness center to bring costs down & make the center more affordable for yourself & community?
26. Please provide any feedback you may have on the current facilities in Allegany County?
27. Do you think a fitness center would benefit yourself and the community?
28. Any other comments you may have would be greatly appreciated!
LOCATION MAP
Dear New Member,

Welcome to Simply Fit!

We understand that becoming a member is not only a commitment to yourself, but to your family. We also realize that you have other choices to remain healthy and fit, therefore, we would like to take this opportunity to thank you for joining Simply Fit. We have a very attentive and knowledgeable staff, we have a variety of the most current workout equipment, and a clean and comfortable atmosphere where all are welcome and most importantly, you belong!

At Simply Fit, we understand that making the decision to commit to working out is difficult and that you might be nervous about your decision and you might even be thinking, "Will I like the other members? Will the staff get to know me on a personal level? Will I fit in?" I can assure you that I stand behind my business and am proud of what we do here. I am confident in saying you won't regret this decision! If you have any questions please, do not hesitate to contact me at the center. I want to make your experience at Simply Fit enjoyable!

I look forward to seeing you soon!

Sincerely,

Lauren Thomas
Owner of Simply Fit
May 28, 2011
Simply Run for the Joe Shine Scholarship Fund

RUN FOR FUN!

WHAT
You are invited to participate in the 1st Annual Simply Fit, “Simply Run for It” Charity Run. This year’s event will be for the Joe Shine Scholarship Fund. The event will consist of a 10K, 5K, Two-Mile walk and a family oriented “Stroller Walk.” Whether you run competitively or just for fun, we encourage you to come out and support this great event! After the race, you, your family and friends will be able to enjoy the awards ceremony and a picnic in Island Park.

For more information, please visit our website at www.simplyfitwellsville.com/runforit

WHEN
May 28, 2011 at 9:30 AM

WHERE
The race begins and ends at Island Park in Wellsville, NY.

COST
The cost is $20 or $15 per adult for the stroller walk, children six and under are free

PARTICIPANT APPLICATION

Please return the completed form and check address to Simply Fit - Charity Run by May 1, 2011 to 23 Main Street, Wellsville NY, 14895.

NAME

ADDRESS

PHONE NUMBER

DATE OF BIRTH

SELECT ONE

- 10K Run
- 5K Run
- 2 Mile Walk
- Stroller Walk

T-SHIRT SIZE

- S
- M
- L
- XL

Waiver Clause
I, participant, hereby agree that this is a charity fun run and will abide to rules and conditions of the event. I certify that the stated above is correct. I am entering the event at my own risk and shall not hold the organizers or any authority responsible for accidents/death/loss of property however caused before, during and after the event. If under 18, a parent or guardian must sign.

SIGNATURE

DATE
The following sources were used in developing this plan and for research to back this plan:


www.acefitness.org/article/2843

www.wellsvilleny.com

www.census.gov

www.alleganyco.com

www.acefitness.org

www.fitlinxx.com

www.curves.com

www.reuters.com