



INTERNSHIP REPORT ON ISHURDI GYM

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Letter of transmittal

23th August, 2021

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Subject: Submission of a internship report on “**Internship Report on Ishurdi Gym**”

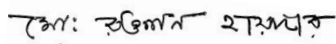
Dear Sir,

It is a great pleasure to submit the internship report title “**Internship Report on Ishurdi Gym**” under the internship course. I am thankful to my course teacher who allowing me to do the formal report on this marketing topic.

Although I am still on a learning curve, this report has helped me gain insight into the marketing plan to start a new gym and play-zone. So it becomes like a very trying and exciting experience. Much obliged to you to add consistent thoughts on the report. Without your Motivation, this report would be problematic.

Finally, I would be obliged once again if you please give your good advice for my effort. I hope this report is enough worthy to get your approval.

Yours’ obediently,



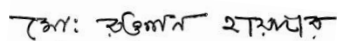
Md. Roushon Hider

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Bachelor of Business Administration

Declaration of the student

I declare that this Report is my first work on this topic and that it has never been submitted to graduate from any other university for examination/study and report submission purposes.



Signature:

23/08/2021

Date

Md. Roushon Hider

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Acknowledgement

First of all, I thank my Almighty Allah, who gives me the strength to complete this report. Any work like this should be owing credit by more people. This is my humble effort to express my gratitude for submitting this report which I personally drew on my own experience as a BBA student.

Above all else, I am obliged to **Mr. Mohammad Tohidul Islam Miya**, Teacher of My Course, for his freedom of movement through work. His unwavering help, confidence in me, and the inspiration of this report, laid the foundation for unity in uniting the pieces and an unfailing source of joy and comfort. In this way, I thank them warmly for their support and for providing me with satisfying information.

Finally, I may want to acknowledge the authority of the UIU. They set out on a course that would enable us to understand the near future.

Executive Summary

Ishurdi Gym Fitness and Play-Zone offers solution for fitness goals and healthy lifestyle in an informed and safe environment. Located in Pabna, it targets segments interested in adopting a CrossFit lifestyle. It offers flexible scheduling and resourceful trainers for better customer experience.

Ishurdi Gym has entered the market to serve an unmet customer need. Before its entry into the market, the market was served by two direct competitors – Gold Gym and Dynamo Fitness. A competitor profile matrix-based analysis suggest that Ishurdi Gym has opportunity to capitalize on its competitive advantage. It has adopted an aggressive market penetration strategy to raise its customer base to reach the break-even level by the end of first year.

Ishurdi Gym prepares a marketing plan to attract their target customer. It specifically focuses on young segment who holds higher likelihood to adopt CrossFit lifestyle. Based on segmentation we target school and college going students and job holders. We position our service with the help of social awareness and social media marketing techniques. We design attractive packages for our potential customer. The price of the packages is very attractive for our target customer. The gym uses social media as their main promotional tool. The location of Ishurdi Gym is at the downtown of Ishurdi City. It has professional and experienced people to serve. It has best ambiance for exercise. The operation process Ishurdi Gym makes it a very customer friendly solution.

Ishurdi Gym expects to earn modest profit by the year based on projected goals. We project first-year service cost as Tk. 16,00,000 and a 12.5% growth rate for the next two years. Direct cost of service fee is projected to average 60% of gross service fee, including 50% for the purchase of equipment 10% employee and other expenses. Net income is projected Tk. 1,80,000 for the first year running for the next year Tk. 2,40,000 and a 33.33% growth rate.

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CHAPTER I: INTRODUCTION

Background of the Report

This report is designed to meet the learning needs of the BBA program. Since the discussion is one, it can provide an accurate picture of the real business situation, where, it is an opportunity for us to know the real life situation with this report. The report is about the marketing plan of Ishurdi Gym. I am also starting this business.

Objective of the Report

The broader purpose of this report is to make our knowledge of the beliefs and to formulate the marketing plan of the Ishurdi Gym.

Specific objectives of the research are:

- To established profitable and quality service
- To identify the key competitor
- To make a marketing plan for the product
- To identify market segment
- To identify the product line policy
- To identify the price of the product

Source of information

Primary Source

- The primary source of information required for this report was collected through direct interaction with same type of organization.
- Personal experience to maintain Ishurdi gym daily operation.

Secondary Source

- The secondary source of information required for the organization part was collected

from the websites of same type of venture, Annual report of same type of venture, and internet.

Limitations of the report

The study was limited by a number of factors-

- Firstly, for the sake of confidentiality, the competitors did not allow to reveal the classified information of the gym business operation.
- Secondly, time constraint led to get narrower outcomes.
- Thirdly, limitation is the knowledge constraint of the report writing.

Scope of the report

In this 21st century most of the customers are making their expenditure for their lifestyle. They don't think just to live a simple life, Rather they want to make themselves a high standard lifestyle. Ishurdi Gym understands that. And Ishurdi Gym targeted the people who are interested in making themselves look good with good fitness. A very large number of people are interested in Gymnastics. Also in this customer behavior they don't care about pricing they want good fitness and good-looking at any cost. Also there are so many Russian people living in this city. The price of Gym membership is very less than in their country. So the market and customers both are in catch.

CHAPTER II: COMPANY OVERVIEW

Company Background

Ishurdi Gym is a unique gym that focuses on providing lifestyle improvements to its members in a fun, friendly, but adult-centered way. As a state-of-the-art gym, the gym promises to deliver the highest level of personal service and attention to its members.

Point	Information
Business Name	Ishurdi Gym
Head Office Address	Adib Rana Plaza, station road, Ishurdi,Pabna.
Phone Number	01764424249
Website/Social Media Address	https://www.facebook.com/ishurdigym/
Number of Employees	9

Table 1 : General Business Information

Main area of Activities of Business

In Ishurdi gym we focus on health exercise and nutrition solution for general people. Another area is play zone for attract more young people.

Operation

In day-to-day activities, Ishurdi Gym will focus on providing unique group training and training services for people, in a beautiful and attractive environment. Ishurdi Gym is the most planted Gym center in Ishurdi City. Their space is 2600 sq ft. with so many facilities are available in this Gym center. We have world class equipment, 7 days open, air conditioning facility, free locker service, free wifi service, free mineral water, expert fitness trainer, Steam bath, Pool play zone etc. Staff at Ishurdi Gym will be selected on the basis of being at the top of their viewing category. Staff members will include personal trainers, sales and marketing professionals, administrative assistants, and maintenance workers.

One of our major goal of starting Ishurdi Gym Fitness and Play-Zone is to encourage members to cultivate the habit of regular exercising and to stay healthy. Our gym facility is specifically designed and builds for members interested in adopting a CrossFit lifestyle. Our membership package highly diverse for members with different goals enrolled in our gym. We will work towards ensuring that we provide outstanding service and build relationships that help create lasting healthy habits. Ishurdi Gym Fitness and Play-Zone is the number one CrossFit gym in the Ishurdi city. Ishurdi Gym open 5:00 am -10:00 pm seven days in a week.

Employee Details:

Business needs employees who are able to do the work. Because employee's working competence is the main factor in the success of a Business. Another important factor is that achieve goals. For setting goals we follow a hierarchy.

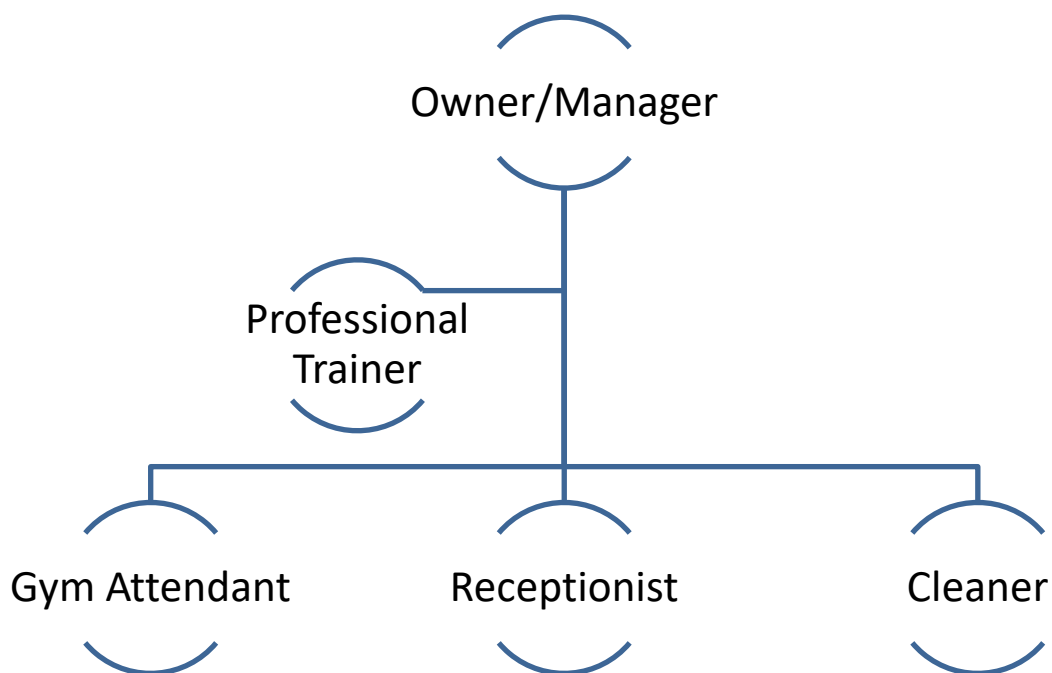


Figure 1: Employee Hierarchy

1. **Owner/Manager:** Owner/Manager fulfills the department's objectives by managing staff, planning, and evaluating departmental activities. They also maintain staff by hiring, selecting, directing, and training staff. Another important work is that establishes

strategic goals by gathering relevant business, financial, service and operational information.

2. **Professional Trainer:** Professional Trainer creates fitness programs for our clients, encouraging them motivate and guiding them toward their goals. Customers may wish to lose weight or gain muscle, and as Professional trainers, they will teach and help them make good use of exercise and certain programs. In Ishurdi gym we have four professional trainers for different time shift. We have two trainers who deal morning shift clients and other two trainers who deal evening shift clients.
3. **Gym Attendant:** Ishurdi gym has one Gym Attendant who always monitors the gym. Maintains the correct presence of all open exercise days including ensuring that all participants wear gym clothes. Greet all the participants and keep an open line of communication. Monitoring and controlling that participant follow the rules and regulations of the exercise. Make sure that participants are out of the gym at the end of one shift. Provide first aid to injured participants during work.
4. **Receptionist:** Ishurdi gym has a receptionist who is liable for greeting guests and providing exceptional customer service assistance. This includes answering and installing calls appropriately, addressing visitors' needs and questions, and also providing a welcoming environment. Sometimes it involves performing unnecessary administrative tasks as needed.
5. **Cleaner:** Ishurdi gym has two cleaner who is liable for all basic cleaning at the gym and around the office area. Cleaning floors, rooms, and gym equipment include dust removal, wet wrinkles, sweeping, cleaning, dusting, and picking up large items on the floor, and viewing glass and windows. Perform additional tasks as needed.

Photos of Ishurdi Gym



Photo 1: Ishurdi Gym Logo



Photo 2: Ishurdi Gym location

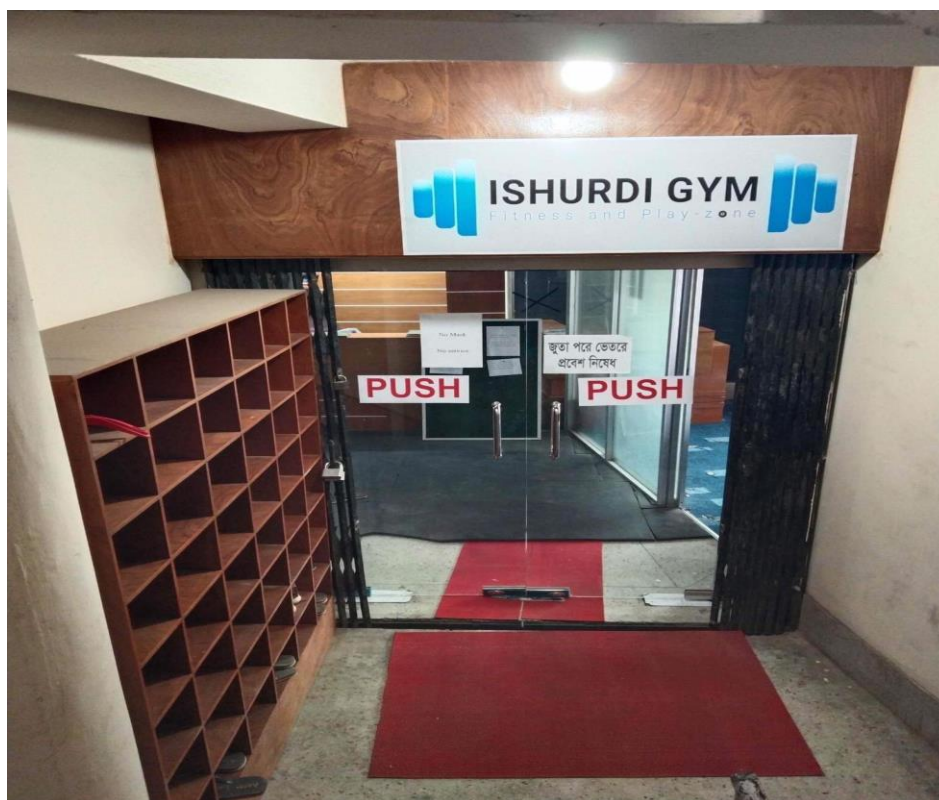


Photo 3: Ishurdi Gym Entrance

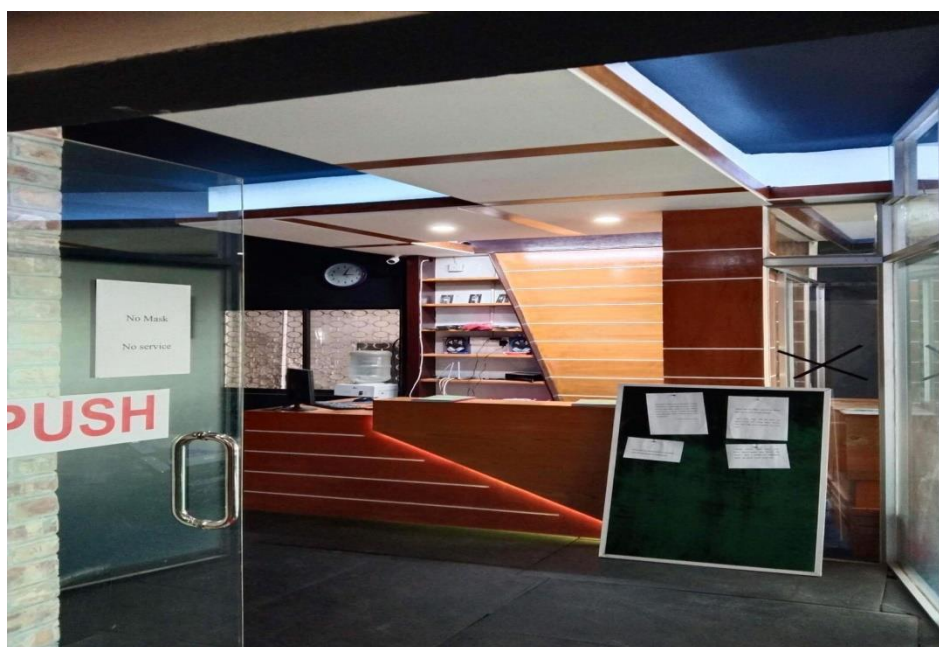


Photo 4: Ishurdi Gym Reception Desk



Photo 5: Ishurdi Gym Interior

Mission

Provide first-class health solutions and nutritional solutions designed to improve the health and well-being of our members.

Vision

We will be able to adapt, develop and serve the best of our members.

Tagline

Ishurdi Gym tagline is “**Get Fit. Stay Fit. Have Fun.**”

CHAPTER III: MARKET ANALYSIS

One of the fastest growing industries is the fitness industry. On the bases of recent survey results we saw that many young people are more focus on health and fashions. In 2020, the growth rate of fitness industry is approximate 5%. The number is higher than the previous years. There are new entrepreneur comes in this business.

As Ishurdi Gym locate in Ishurdi town, so we research in Ishurdi city to know about the current market situation. Based on our research we find out some points like-

- Only two fitness center in Ishurdi town
- Use outdated equipment's
- Trainers are not well educated
- Gym environment are not customer friendly
- There is no facility for providing protein and supplement

After market analysis if we provide all the facility based on market research. Then we will acquire the market in very short period of time.

Competitor Analysis:

Although Ishurdi Gym is a new service in the gym industry, they have a rival like Gold Gym. After doing proper market research we find some important differences

Competitor's Strength:

- Loyalty- there is no quality gym so all the customer already working out to their gym many of them are loyal due to long time membership with them.
- Customer Base- the competitor's has bigger customer base than ours.

Competitor's Weakness:

- The gym equipment are not well enough for provide world class facilities.
- They don't serve purified water to their customer.

- Space of gym is not well enough to serve existing consumer.
- General consciousness among the consumers of bad environment.
- They don't have professional trainer.

Point of Differences:

The point that makes Ishurdi Gym different than others are-

- New idea- Ishurdi Gym offers gym and play zone both are under one roof concept first in Bangladesh.
- Ishurdi gym has supplement and nutrition shop in the gym so that we can support the customer.
- Different experiences and knowledge- Customers will have a different feel and experience at gyms that they have not yet experienced in other gyms on the market.
- Strong placement- As we provide world class facilities, the consumer get it at center of the town in Ishurdi city.

Competitive Advantages:

Competitive advantage of Ishurdi Gym is really a superior one:

- World class gym equipment.
- Friendly atmosphere.
- Professional trainer.
- Bigger space.
- Refreshment play-zone.

Competitor (Direct) Profile Matrix:

The competitor profile matrix identifies the Ishurdi Gym's major competitors and their particular strengths and weaknesses in relation to the Ishurdi Gym's strategic position. Two major competitors were chosen for comparison against the Ishurdi Gym. First is Gold Gym, which is one of the well-known private gyms in the Ishurdi city. The second competitor, the Dynamo Fitness is new to the Ishurdi city but with old facilities.

Competitive Profile Matrix							
Criteria Success factors	Importance of criteria	Ishurdi Gym		Gold Gym		Dynamo Fitness	
		Rating (1-5)	Score	Rating (1-5)	Score	Rating (1-5)	Score
Trainer	Average-1 Important-2 Very Important-3	5	5*2=10	4	4*2=8	3	3*2=6
Equipment	Average-1 Important-2 Very Important-3	5	5*3=15	3	4*3=12	3	3*3=9
Location	Average-1 Important-2 Very Important-3	4	4*2=8	4	4*2=8	3	3*2=6
Pricing	Average-1 Important-2 Very Important-3	4	4*3=12	4	4*3=12	4	4*3=12
Hygiene	Average-1 Important-2 Very Important-3	4	4*2=8	3	3*3=9	3	3*3=9
Interior	Average-1 Important-2 Very Important-3	5	5*2=10	4	4*2=8	3	3*2=6
Parking	Average-1 Important-2 Very Important-3	4	4*1=4	4	4*1=4	3	3*1=3
Promotion	Average-1 Important-2 Very Important-3	5	5*3=15	4	4*3=12	4	4*3=12
Customer Loyalty	Average-1 Important-2 Very Important-3	5	5*2=10	4	4*2=8	4	4*2=8
Total		92		81		71	

- **Trainer:** Professional Trainer creates new and innovative fitness programs for our clients based on their body structure, encouraging them and guiding them toward their goals. Customers may wish to lose weight or gain muscle, and as Professional trainers, they will teach and help them make good use of exercise and certain programs. Among three gyms Ishurdi Gym have best professional trainer. We have certified trainer. So, in this criteria Ishurdi gym will be ahead than other two competitors.

- **Equipment:** Exercise equipment is any device or tool used during exercise. That helps to increase the strength or training results of that test by providing fixed or adjustable values of resistance or to improve the outcome of the exercise process. Among three competitors Ishurdi Gym use all new and latest world class fitness equipment. For these reason Ishurdi gym always stand in a good position compare with their competitors.

- **Location:** Location is very important factor to reach among the customer. Based on importance of location Ishurdi Gym placed in the center of Ishurdi city market and vary favorable place. Gold Gym is also placed a good location but on the other hand Dynamo Fitness placement is not good. Dynamo Fitness paced their gym in very alley area.

- **Pricing:** Pricing is the strategy that that put in place to price out our services so that it fair for customer and business also. All the competitors follow competitive pricing that helps to gain more customers. But Ishurdi gym provides best service among the competitors with competitive price. In this pricing category all are in same position.

- **Hygiene:** A gym is an abnormally damp place where sweat creates moist condition that is ideal for all the germs, bacteria, mould, and viruses. So, maintain hygiene is a very important factor for ideal gym. It is also important to provide customer a clean and friendly atmosphere for workout. Among all the competitors Ishurdi gym provide the best service in the criteria. Even before Covid-19 Ishurdi gym follows all the basic hygiene factors.

- **Interior:** A gym with good interiors can contribute to the member's comfort and confidence in engaging in doing exercises. So the importance of interiors helps to attract customer. Among all the competitors Ishurdi Gym is the new and rough and tough look which attract all the bodybuilders and young generation. Gold Gym is very old look and Dynamo Fitness also in the same zone.
- **Parking:** Parking spaces is very important for the city area. As Ishurdi city is not like a capital area for cars. Most of the customer use motorcycles and bikes. But Ishurdi Gyms have enough space for parking bikes and car for our customer. As Ishurdi Gyms situate on very large building in Ishurdi city so there is enough parking space for customer. Gold Gym also has their parking space. But in sub-urban area parking is not a very big issue.
- **Promotion:** Promotion is the any type of marketing communication that helps to create awareness among the target audience. Promotion is the important factor for any business. Ishurdi Gyms use both digital and traditional promotional strategy. Though Gold Gym and Dynamo Fitness also follow the same strategy but in these criteria we use some unique ideas to create awareness. So Ishurdi Gym rating is higher than the both competitors.
- **Customer Loyalty:** Customer loyalty is the concept that helps us to understand about customer's likeliness towards the brand. Among all the competitors our customer retention is good but not better that the Gold Gym. The main reason is we are new in the market and Gold Gym already established their position. But we will be better in these criteria after three-four months later by creating customer satisfaction and positive customer service experience.

Objectives

We have set aggressive but achievable goals for the first year and second year of market access.

First-Year Objectives

Our goal for the first year is to increase the customer base by 200 customers in the first year of operation. Keep healthy exercise solutions and healthy nutrition solutions, so that we can satisfy our customers.

Second-Year Objectives

Our goal for the second year is to expand Ishurdi Gym. We are opening more branches, to provide healthier startup solutions and healthy nutrition solutions elsewhere.

Financial Objectives

The management of Ishurdi Gym seeks to deliver healthy first-class solutions and nutritional solutions through financial efficiency. Managers set the following financial goals.

- Our expected profit will be 12 lacs by the end of the 2021 financial year.
- Our expected growth will be 15% by the end of the 2021 financial year.
- Our monthly enrollment will be more than 200 after the end of the 2021 financial year.

Marketing Objectives

- Expand consumer awareness of the Ishurdi Gym type from 0 to 75% next year.
- Expand market share 0 to 70% over the next year.

CHAPTER IV: MARKETING PLAN

Market Segmentation

Market segregation is very important in the first phase of the service. The market can vary in four ways.



Figure 2: Market Segmentation

We divide our market by population. We look at the age of consumers from a human perspective. We look at all segments of our service. Segmentation chart can help to understand complete separation.

The Segmentation Chart

Geographic	
Ishurdi city Sub-urban areas of Bangladesh	
Demographic	
Age	15+
Gender	Unisex
Income	Under Taka 10,000
Psychographic	
Social Class	Upper, Upper middle, middle, upper lower
Behavioral	
Benefits	value pricing, quality, convenience
User Status	Nonuser, regular user
Loyalty Status	strong
Readiness Sage	Unaware, aware

Table 2: Segmentation Chart

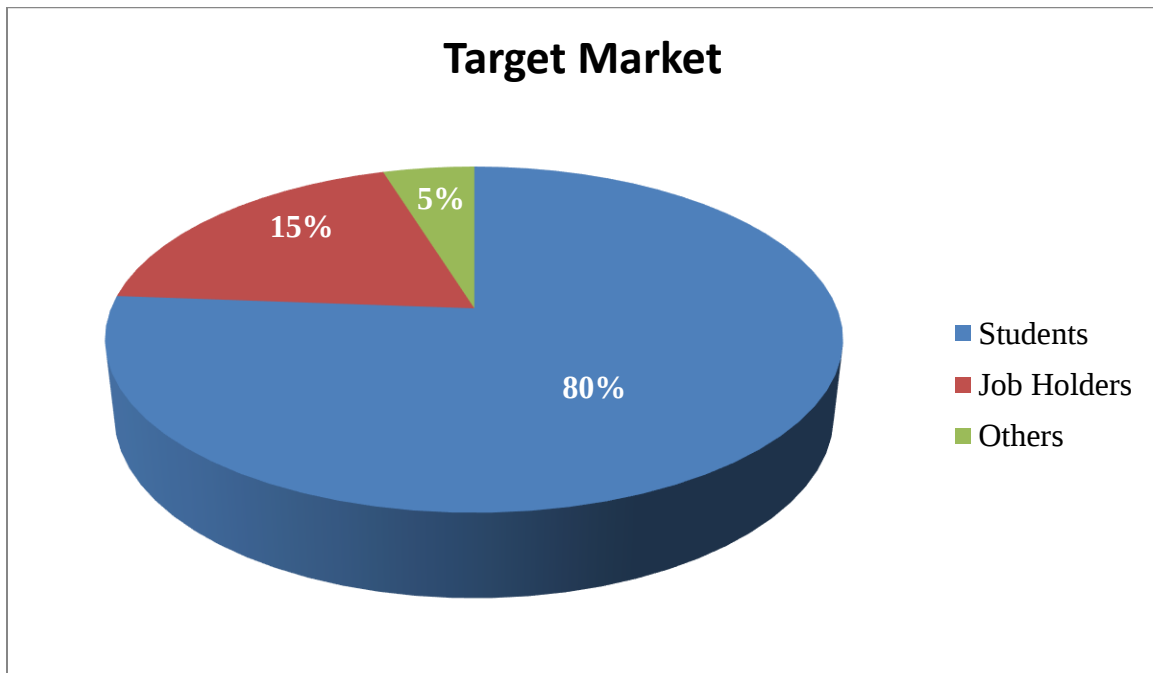
Based on the segmentation chart our main focus is young generation who conscious about their physical health. So we strongly focus on demographic segmentation. The people in this segmentation are mostly school and college students. Another group of people are in psychographic segmentation that is upper class of people. They are also very conscious about their fitness. Most of them are facing diabetic and suffer other type physical problem. They are the main target consumer for Ishurdi Gym.

Market Targeting

Based on our segmentation, we need to understand the need, want and demand to our target customer. Based on need, want and demand to our target customer we serve the market to our service. We will also try to exploit reasons which our competitors are not targeting.

We will be going for concentrated advertising to targeting students during peak times of new session or terms. Also, we will be focusing on different type of fitness program to educate our potential customer. We will be using the different marketing strategy to attract our target customer.

Market is divided on the basis of age and profession of customers like:



Graph 1: Target market

Our Ishurdi gym is targeted towards students and job holders to provide customer-oriented service with affordable package.

Market Positioning

Positioning is important for survival in the market. In constructive way, positioning means making a position in the mind of the consumer. We do this by:

- Provide best quality gym facilities
- Provide professional trainer facility
- Provide attractive and friendly atmosphere
- Provide customer-oriented service
- Provide digital advertising and promotion



Position Statement:

“We are a fitness center that offers personal training and group exercise session in Ishurdi city. We are the best fitness center in town providing support for healthy lifestyle goal.”

Segment Position:

Segment positioning is the key of successful positioning. Ishurdi gym identifies some important points for positioning the segment. The important segment positioning points are given:

- **Health Needs:** Now-a-days all the people want to live a healthy life. Most of the doctor's suggest their patients to go for exercise to improve their health.
- **Losing weight/Gaining Muscle:** In this segmentation group of people joined the gym with the intention of losing weight. We welcome and accept all shapes and sizes people. We have the professionals to motivate and support this segment group.
- **Making Friends and socialize:** one of the top reason to join the gym is to meet new people. Fitness is a great way to make friends. In this segment group people want friendly environment.

Marketing Mix

Marketing mix refers to the set of action, methods that a company uses to promote their product and service in the market. Ishurdi Gyms use 7ps marketing mix for design their service. 7ps make up the typical marketing mix- Product, Price, Promotion, Location, People, Process and Physical Proof.



Figure 3: Marketing Mix

Product

Anything that can be offered in the market for consideration, acquisition, use that can satisfy customer need or need is a product or service. As a gymnasium Ishurdi Gym is a service based so the product or service is all based on fitness service programme what Ishurdi Gym wants to serve. For developing the right service package Ishurdi Gym followed these questions:

- What does the client want from this service?
- How will the customer use it?
- Where will the client use it?
- What features should the service have to meet the need of the client?
- Are we missing any of the required features?
- Are we creating features that a client doesn't need?
- What is the brand name?
- Does it have a nice name?
- How does the service differ from the service of competitors?

These question help Ishurdi Gym to understand customer needs and based on the needs design the product or service. Ishurdi Gym offers four attractive packages to attract customer. The packages are:

- Monthly package
- Silver Package
- Gold Package
- Platinum Package

Price

Pricing is a very important factor to attract customer. In terms of service we are more focus on good pricing. As we already mention that we are providing first class gym facilities so we can easily do premium pricing. In this price strategy both service quality and price will be higher than value pricing. Fitness industry is a very niche market in terms of Bangladesh. Based on our market research people who are more passionate about fitness is always pay more if the service is good.

Factors that influence the pricing of service:

- Customers are price sensitive
- Legal and ethical constraints

- Service cost
- Competitive action

It is shown that customers are very price sensitive. Especially customers of suburban area who comes from upper middle and middle class income groups are likely to be very aware of price of a product or service.

In marketing generally, we saw three major strategies for pricing, these are:

- Market Penetrating Pricing
- Market Skimming pricing
- Neutral Pricing

Based on our market research and quality of service we focus on neutral pricing strategy. The pricing list:

Package	Price
Admission Fee	2,500
Monthly Fee	2,000
Silver Package	8,500
Gold Package	14,500
Platinum Package	26,500

Table 3: Packages & Price List

Promotion

Promotion is the key factor for new company to create awareness among the potential customer. So our main focus is creating awareness by doing some promotional strategies. In developing an effective promotion strategy for service, Ishurdi Gym followed these questions:

- How can we send marketing messages to your potential customer?
- What is the best time to promote our service?

- Will we reach our audience and consumers with ads?
- Is it better to utilize online social media to advertise our service?
- What is a competitor's promotion strategy?

After analyze the question we mostly focus on digital marketing. For promotion of our gym we decided to use a combination of push and pull strategies.

- We will be targeting schools, colleges and other public institutions to distribute our template to create customer awareness.
- We will be advertising our product on various local media, Billboards etc.
- We will also promote our product online on various social media websites.
- We will provide different offers and discounts to students to increase customer base

Ishurdi Gym has both promotional strategies Digital and Traditional.

- Digital: Social media, Content marketing, Web video marketing.
- Traditional: Brushier print, Banner, Local billboard ad., Flyer.

We also do campaigns in every season. And we arrange fitness completion to attract viewers so that they are motivated to workout.

Social Media marketing

Social media marketing is the idea of internet marketing that involves creating and sharing content related to the business on social media platform in order to achieved own marketing goals. Social media is a very powerful platform for our business. Today's customers are interacting with the brands through social media. If we are not interacting directly to audience through social media platform like Facebook, Instagram, Twitter etc. then we miss lot of customer attention. So, we can say that social media is the key to success of our business.

Ishurdi Gym use social media as their main marketing strategy. As most of the people in Bangladesh use Facebook and Instagram, so we are market our brand in these two platforms more.

Some Important Social media marketing idea Ishurdi Gym Follow:

-  Provide exclusive content
-  Free fitness tips
-  Promote our audience not brand
-  Drive referrals
-  Celebrate member achievements
-  Encourage interaction
-  Run competition
-  Invite feedback

Place

Place is one of the major elements of marketing mix. Place is the factor that includes company activities that make the service available to target customers. Placement is the most significant part of the service center like Ishurdi Gym. Choosing best place, Ishurdi Gym followed these question:

- Where does our customer look for our service?
- What is the ideal area in Ishurdi city?
- What is the environment of the area?
- How about the transportation service in the area?

So we are choose place like station road is the center point of Ishurdi city where everyone can come easily to get the service. The place we choose for our gym is the key assets for our marketing process.

For better Understanding Google map location is given:

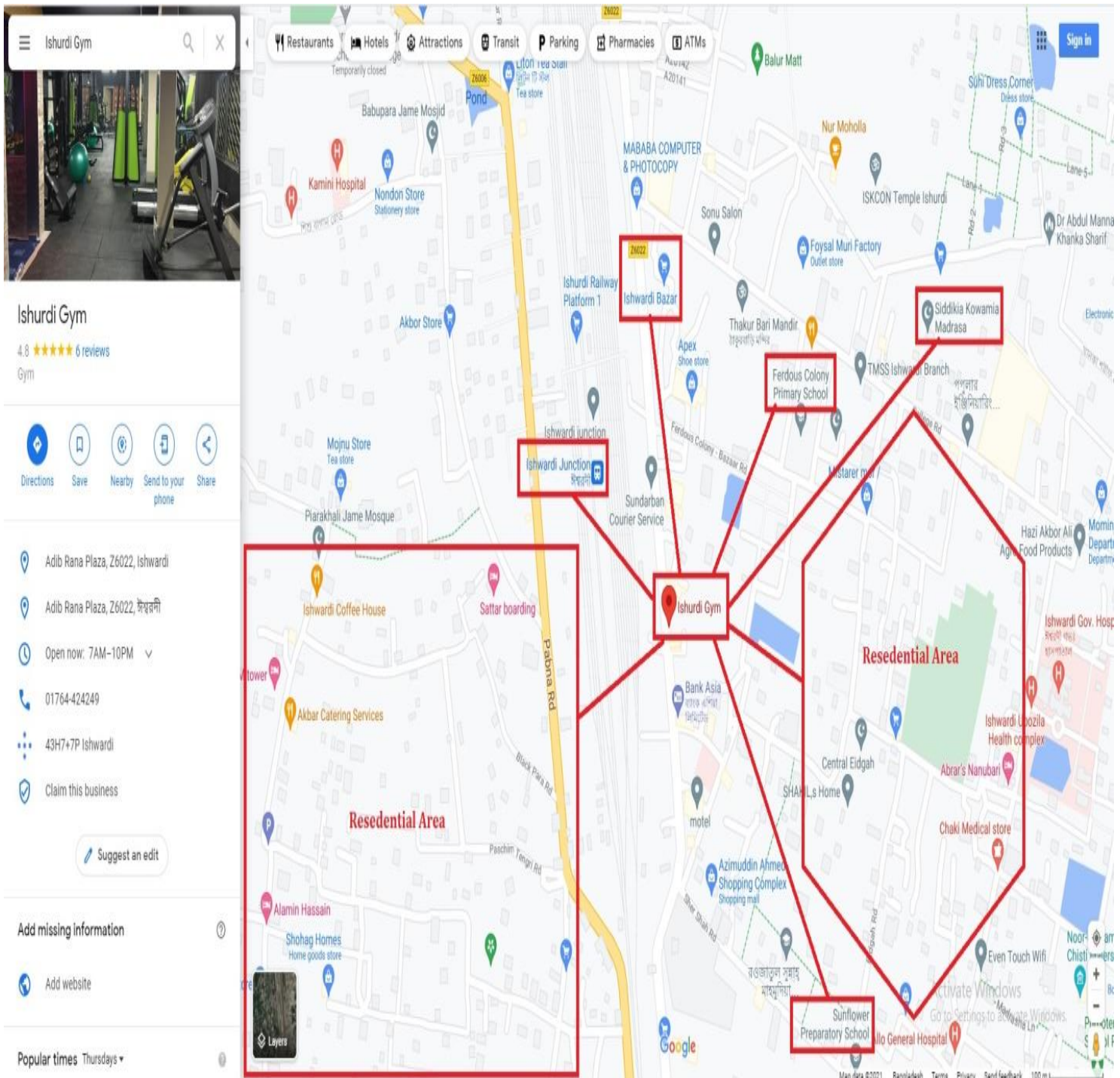


Photo 6: Google Map location with key area.

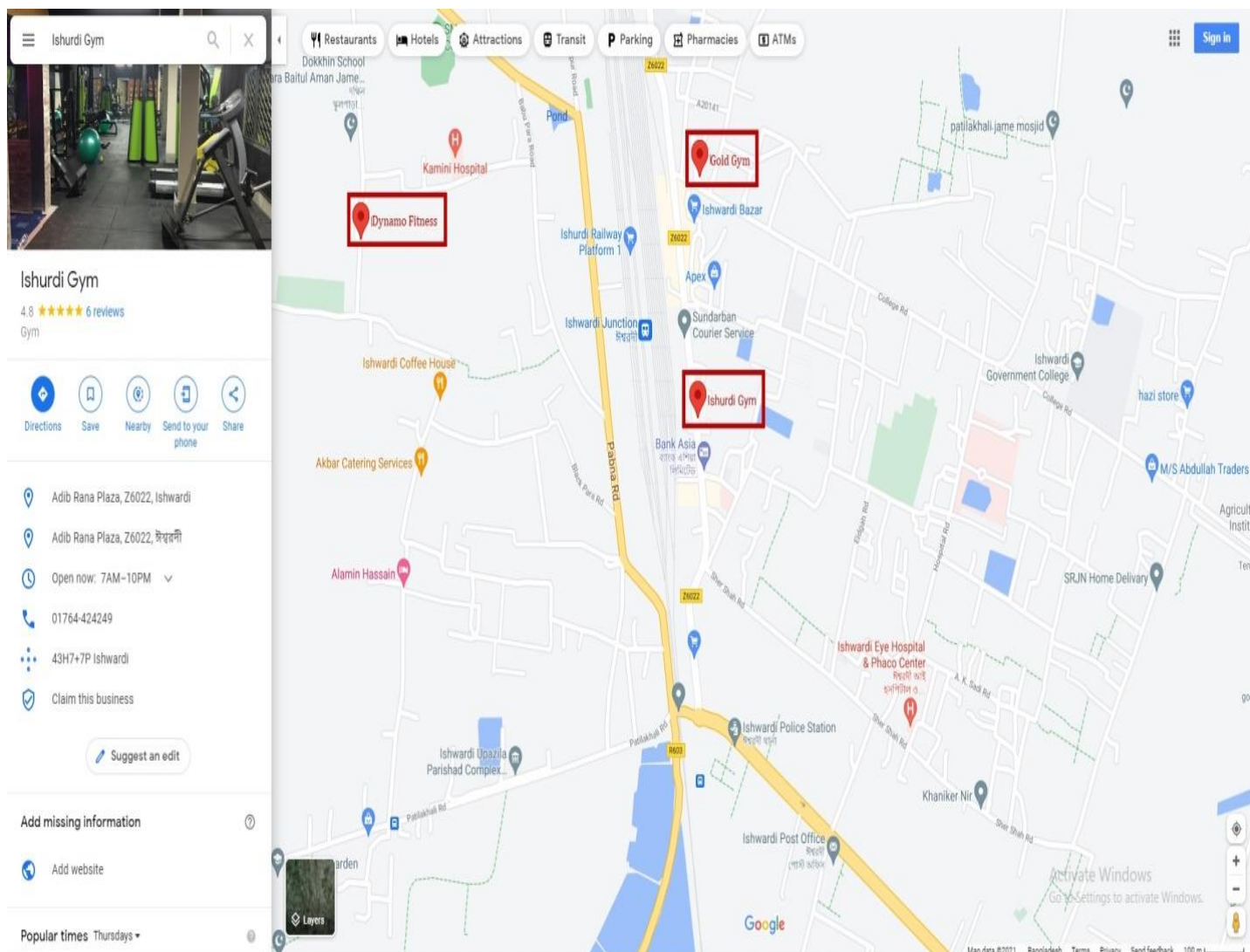


Photo 7: Distance to Competitors.

People

People are the key factor to success in service oriented business. So, we are very conscious about selecting our employees. For providing gym facilities we are hire experiences trainer for serve our customer. For other operating activities, we hire based on their experience and high level interpersonal and communications skills. Employees of Ishurdi Gym are very much passionate about their work. They know their responsibilities better. It is important to hire and recruit qualified people to pass on quality management to customers, regardless of whether they run a supportive work environment, customer care, viewers, program planners, and so on. Ishurdi Gym personnel will deliver the proper service to customer perfectly. So we can say the Ishurdi Gym hire right people for right position.

- Ishurdi Gym manager who manage the entire gym and recruiting, training and supervising staff. Manager attends the gym and talk to the customers to build strong relationship and increase the levels of customer satisfaction. Ishurdi gym manager is also managing budgets, enhancing profitability by organizing and delivering an appropriate range of fitness activities and programme. The manager has experience in this sector.
- Ishurdi gym has four professional trainers for different shift. They have good knowledge and well experience on fitness and nutrition. All of the trainers have two or three year experience on this field. They guide our customer to achieve their goal very professionally.
- Gym attendant always monitor the gym and ensure that all the members are following gym rules and regulation. Ishurdi Gym attendant have well experiences and educated in the fitness area.
- Ishurdi Gym has one receptionist who is liable for greeting new customer and managing play-Zone area. He is liable for giving all the answer related to the Ishurdi Gym. He is well experience to manage customer relation.

- Ishurdi gym has two cleaner who is liable for all basic cleaning at the gym, play-zone and around the office area. They always maintain hygiene factor when they cleaning the gym. They know their job but when needed superior always guide them.

Physical Evidence

Physical evidence is consisting of place and materials that helps to deliver the service to the customer. Ishurdi Gym offers a bright lighting and clean gym environment for our customer. The gym consists of black walls, black carpet floor. For controlling room temperature at a balmy 20 degrees Celsius we use both fan and air-condition. As we have already said, our gym is friendly environment and clean atmosphere.

In the gym, playing music constantly during the workout is mandatory. For this Ishurdi Gyms have best quality sound system. Allowing people to listen music with moderate volume.

Ishurdi gym has all the latest and world class workout equipment. Our customer will get access all the equipment with the help of professional trainer.

Process

Process that make the service better to perform in the market. Ishurdi Gym has a process that helps to serve the customer. The process starts with Physical evidence that helps in user action. Then the important two parts are Front Interaction and Back Interaction. At the end support process help the entire service process to perform. Based on our service offering we make a service process flow-chart for Ishurdi gym.



Figure 4: Service process Flow-chart

For service payment purpose we accept:

- Cash
- Debit Card
- Credit Card

For service payment due we use

- Monthly
- At Once

CHAPTER V: BUDGET & ACTION PROGRAMS

Financial Projection Budget

Ishurdi gym is a first-class fitness facility, the gym promises to deliver the highest level of personal service. So, our overall budget is high.

<u>Budget</u> Variable Cost Ishurdi Gym (Amount in TK)	
Employee Cost	10,00,000
Advertisement Expenses	3,00,000
Miscellaneous Expenses	2,00,000
Total Variable Cost	6,00,000
Total Fixed Cost (machinery and equipment)	25,00,000
Total Cost	46,00,000

Table 4: Projection Budget

Projected Income statement:

Pro-Forma Income Statement

(Amount in TK)

Particulars	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Service Fee	16,00,000	18,00,000	20,00,000	20,00,000
Gross Margin	2,00,000	3,00,000	5,00,000	5,00,000
Gross Margin %	10%	20 %	33.33 %	33.33 %
Net Profit	1,80,000	2,40,000	4,00,000	4,00,000

Table 5: Pro-Forma Income Statement

We project first-year service cost Tk. 16,00,000 and a 12.5% growth rate for the next two years. Direct cost of service fee is projected to average 60% of gross service fee, including 50% for the purchase of equipment 10% employee and other expenses.

Now based on our service, we expect our profit after one year of operation profit and growth are given:

<u>Year</u>	<u>2021</u>	<u>2022</u>
Expected Profit	1,80,000 TK	2,40,000 TK
Expected growth (%)	----	33.33%

Table 6: Expected Profit & Growth

As our market is limited but bases of package pricing that we expect our service offering growth rate will be 33.33%. If we seek it then our expectations will be fulfilled.

CHAPTER VI: CONCLUSION

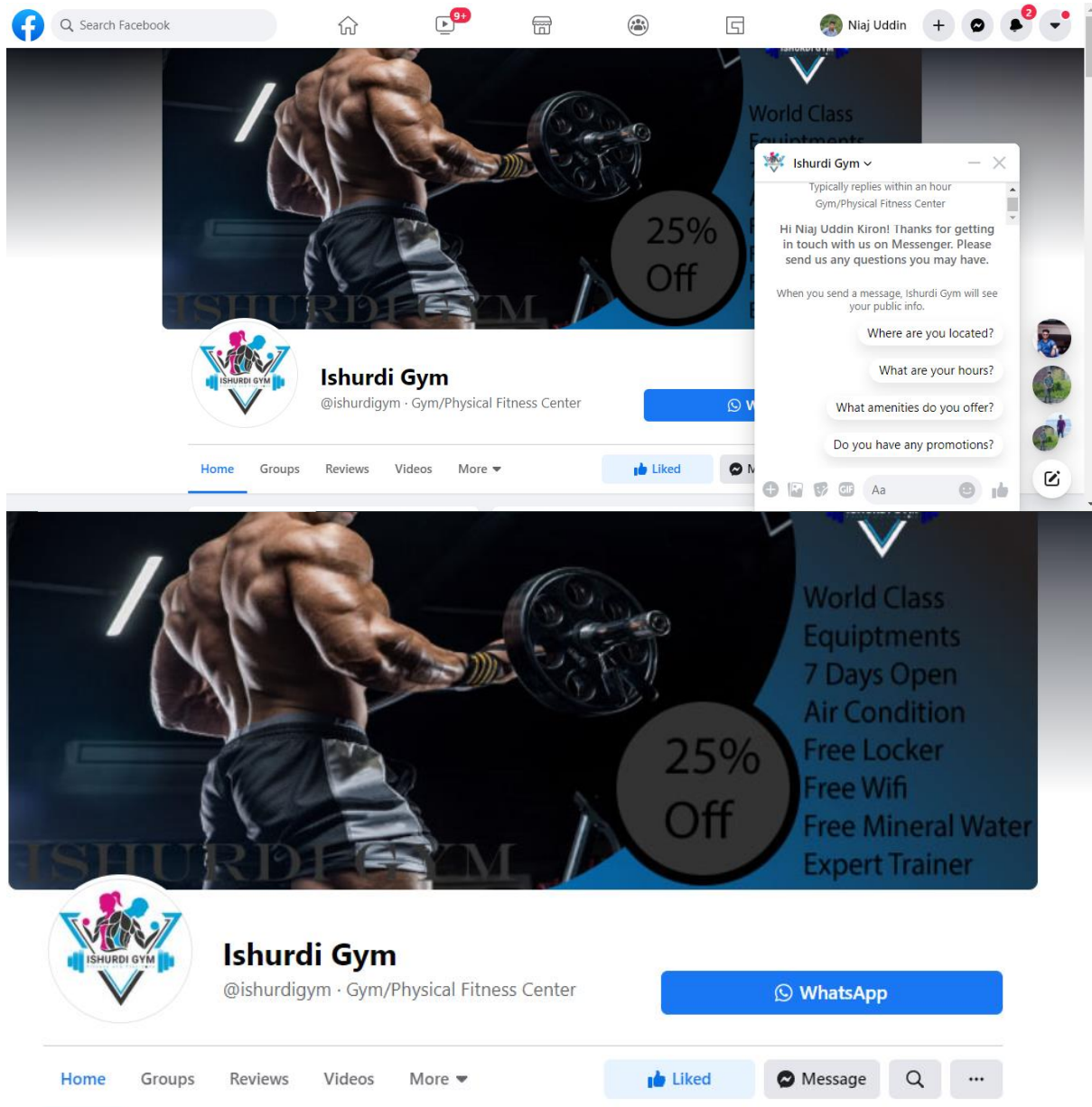
We believe that people will appreciate our new idea. We think we are also successful to give people a new model of gym service. Our main motive is to introduce new innovative and technological advanced gym facilities to people through our service. We also very honest when serve our service. We decided to serve our service inside Ishurdi City in next few years for our exclusive promotional strategy. So, we hope that we will be appreciated by all and make a huge example for all new comer.

All in all, this internship report intrigued me to look forward to build Ishurdi Gym as a professional gym in the corporate field, and given the work environment and ample amount of learning scope at Ishurdi Gym, I certainly would not let go off any opportunity to build and expand business in the future.

Appendix

Appendix A

Social media marketing details on Facebook page.




Ishurdi Gym

 WhatsApp

 Liked

 Message





About

[See All](#)

 Ishurdi Gym is a place where you can improve your health and fitness with an expert trainer. Also you will have play-zone. You can play billiards board (pool). We believe in good environment and customer satisfaction. And we are always working on that.

 624 people like this including 19 of your friends



 643 people follow this

 01764-424249

 Typically replies within an hour
[Send Message](#)

 ishurdigym@gmail.com

 [Gym/Physical Fitness Center](#)



Create Post

 Photo/Video

 Check in

 Tag Friends

PINNED POST


Ishurdi Gym

February 10 at 2:48 AM ·
 

Ishurdi Gym and Billiard board Centre
 #we are trying to be Best Gym
 #stay with us
 🙌 Join the best Gym Today
 📍 Adib Rana plaza, station road, Ishurdi,Pabna
 ... See More




Ishurdi Gym

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 Message





All Videos



Ishurdi Gym's Video
 4 weeks ago · 291 Views
   36



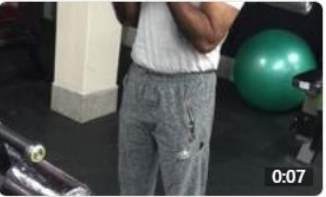
Preacher curl by Abu Horaira 🙌
 4 weeks ago · 228 Views
  Rasel Hossain and 16 others



One hand DB rowing
 4 weeks ago · 307 Views
   Syed M Khalid and 16 others



Before started My Gym i was training
 him only with dumbbells and barbells. ...



Older member. But have huge motivation to have good fitness.

XIII



Ishurdi Gym

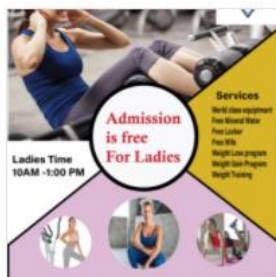
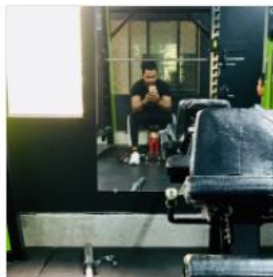
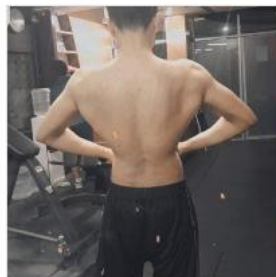
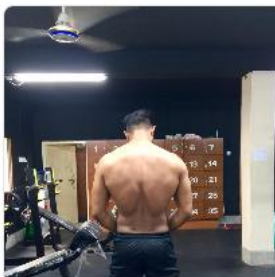
WhatsApp

Liked

Message



All Photos

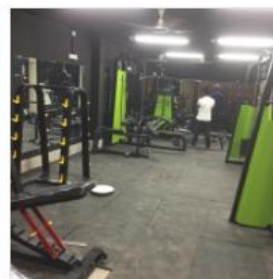
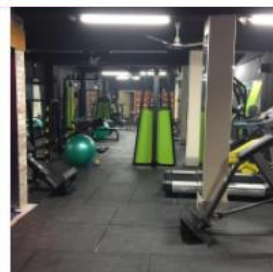


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