

## Bobby's Health and Fitness

Bobby Montez studied business at university and has been running a gym and fitness club for over 10 years. The number of members is ten times as high as when he started. He now wants to set up on his own. He has some of his own savings but also has four outside investors who he met at the club. They were so impressed with the way he was running the club that they were willing to become shareholders in his new company. Bobby knows the importance of getting the marketing mix right if the new club is to succeed. His target market is busy working people who do not have much spare time but want to keep fit. He plans to have the latest equipment and smart facilities near the centre of town so people can visit on their way to and from work or during their breaks.

### Questions

- 1 What is meant by the 'marketing mix'? (2 marks)
- 2 What factors do you think will influence the price Bobby sets for membership of his club? (5 marks)
- 3 What do you think are the best promotional activities that Bobby could use to promote the new club? Explain your answer. (9 marks)

### Extension exercise

Do you think the success of Bobby's new club will mainly depend on the price he charges? (9 marks)

→ This question just wants a definition. Can you remember the one I taught you? *Knowledge only*

→ Explain two factors. But remember, this is not just for any club its for Bobby's club! So what can you see in the case study that might effect the price Bobby charges? *Knowledge & application*

→ ① Define the topic (ie promotion) to show the examiner you understand the subject.

② Analyse first issue } eg. leaflets → tell me the pros & cons

③ Analyse second issue } → tell me how this relates to

④ Evaluation → which you think is best  
→ why  
→ Depends on... (ie only best if ...? happens) *Knowledge Application Analysis*