fitness centers

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Market Analysis Harvard Case Solution & Analysis

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fitness centers

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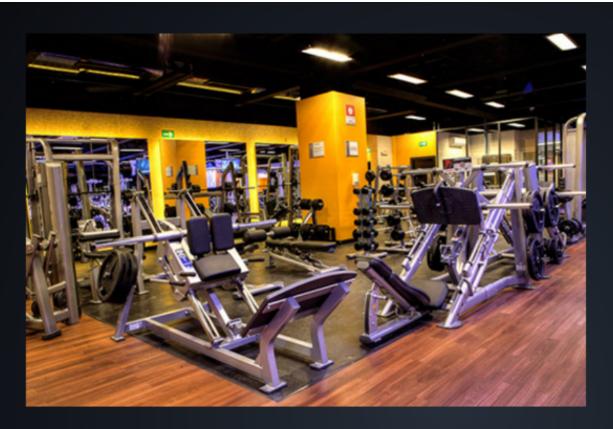




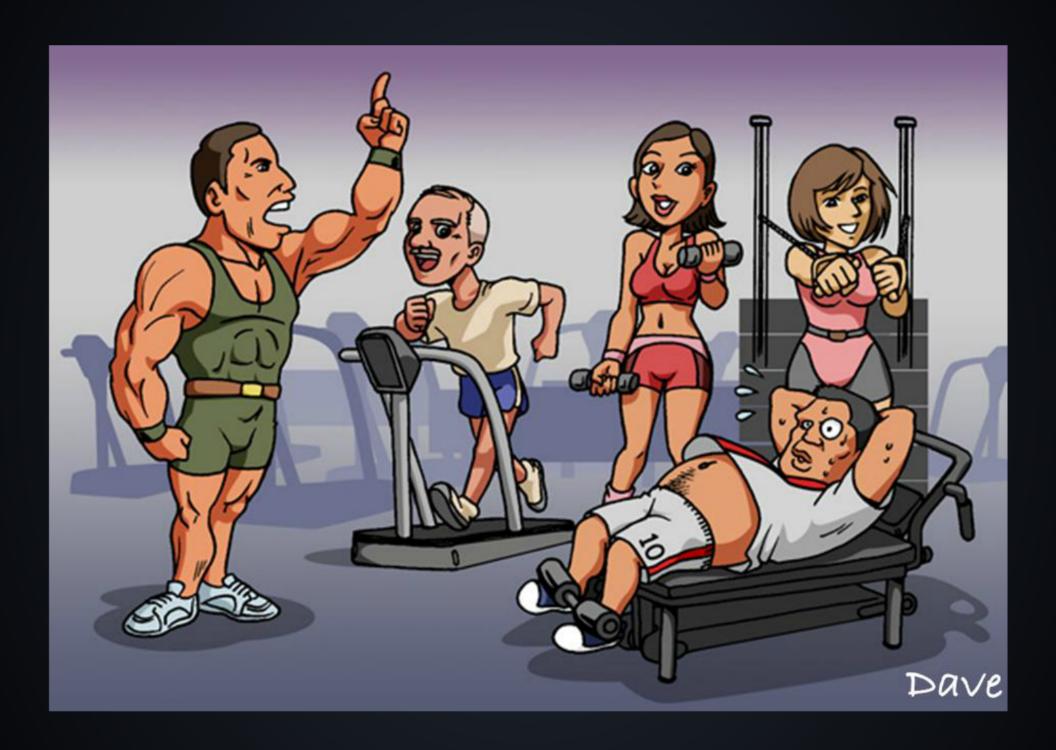


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What would cause an increase in demand?

- increase between january-may to be ready for summer.
- Awareness of new equipment.
- New fitness techniques.
- Medical necessity.
- Famous role-model with a fit body, giving health motivation on TV, Magazines and social media.

