LA FITNESS Harvard Case Solution & Analysis
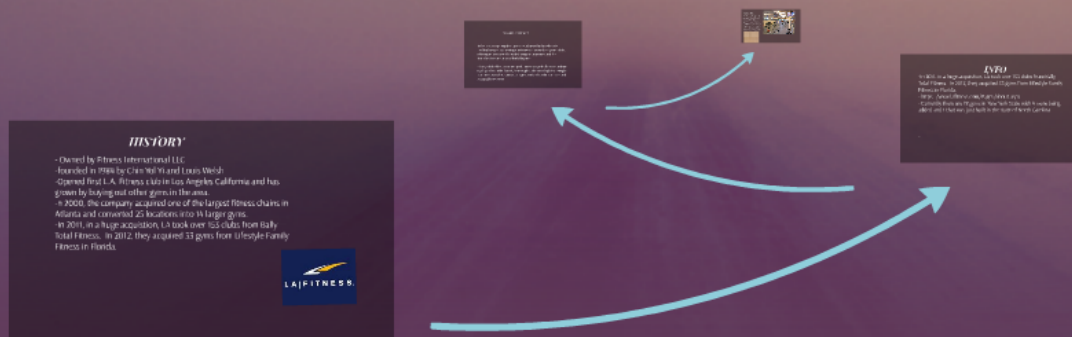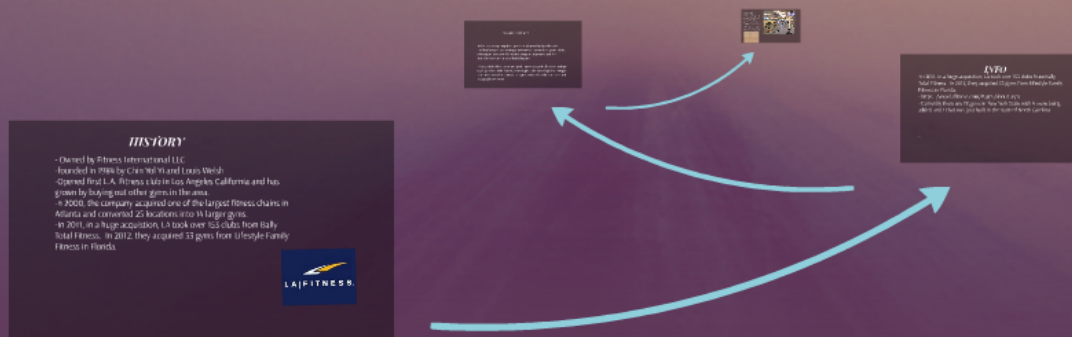

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HISTORY

- Owned by Fitness International LLC
- Founded in 1984 by Chin Yol Yi and Louis Welsh
- Opened first L.A. Fitness club in Los Angeles California and has grown by buying out other gyms in the area.
- In 2000, the company acquired one of the largest fitness chains in Atlanta and converted 25 locations into 14 larger gyms.
- In 2011, in a huge acquisition, LA took over 165 clubs from Bally Total Fitness. In 2012, they acquired 33 gyms from Lifestyle Family Fitness in Florida.

INTRO

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INFO

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- https://www.lafitness.com/Pages/about.aspx
- Currently there are 18 gyms in New York State with 4 more being added and 1 that was just built in the state of North Carolina

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Mission Statement

To help as many people as possible achieve the benefits of a healthy lifestyle by creating a nationwide network of sports clubs, offering its members the widest range of amenities and the friendliest service at an affordable price.

- Every club offers an indoor pool, min 4 racquetball courts, indoor cycling, a basketball court, free weights, the most high tech weight machines available, saunas, a large variety of cardio machines and a yoga/plaites room
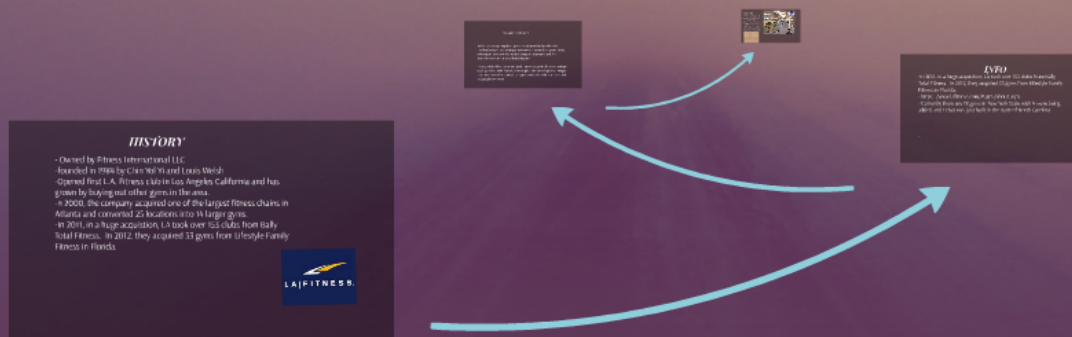
BCG MATRIC

Cash Cows: offering clients a huge variety of exercise equipment with a unique experience.

?: with research and experience found that managment at alot of the gyms are very poor almost turning potential and current clients away.

Dogs:Personal trainers although do draw people in usually don't have many clients renewing the trials.

Stars: Having bought out bally total fitness they have nearly tripled their clientele which is a more equal amount of men and women where as LA fitness was geared more towards men.

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