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**Master of Business Administration**

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Course Location: *NCCMC or Online*

Submission Date: *February 5<sup>th</sup> 2023*

Concept Proposal Title:

***Ko Athletic Training Facility***

**CERTIFICATE OF AUTHORSHIP:**

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

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Concept Proposal

Submitted in partial fulfillment  
of the requirements for the degree  
Master in Business Administration  
School of Business and Leadership

Alliance University

02/07/2023

### **Abstract**

This concept proposal outlines the development of an athletic training facility. The proposal provides an overview of the athletic training industry, the services offered, and a comprehensive description of the products and services provided. The significance of understanding the athletic training industry and current market trends is discussed, followed by a description of the services offered, including sports performance training, rehabilitation, and injury prevention. A detailed overview of the equipment, programs, and services is also provided. The proposal concludes by summarizing the key points and highlighting the importance of a comprehensive business plan for the success of the athletic training facility.

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## Mission, Vision, and Core Values

### Mission Statement

To help younger generations learn and develop essential skills and traits, both on and off the field. Bringing inspiration and a set of welcoming hands to a community, attempting to bring out the best in everyone.

### Vision

To be established as one of the premier training facilities within multiple community's. A facility that offers top of the line equipment and training tools in order to get the most out of your experience. We believe that playing sports should be both a way to learn/grow in life, and a way to maximize your competitive spirit.

In the long run, we plan to expand to multiple areas and be known as one of the top training facilities across the United States. Keeping laser focus on the end goals, reasonable prices so families don't have to break the bank, and giving personal training/advice to our customers in order to help them achieve what they want whether it is on or off the field.

### Core Values

CIRCA 2023

Figure 1



***Core Value 1***

Compassion is being able to put yourself in someone else's shoes and the ability to appreciate others perspectives or situation. In order to truly be compassionate in the workplace you must be listening for understanding and a readiness to help. You must also focus on achieving the greatest well-being and the highest potential for others.

***Core Value 2***

Integrity is when you keep all honesty about a certain situation, and you don't let other factors interfere with it.

***Core Value 3***

Respect within the training facility is required by both employees and clients. As teachers for the community the respect starts from the top, if you are setting a bad example others will follow suit.

***Core Value 4***

Commitment is a huge one. Staying committed and having a drive to wake up and do whatever you have to do on a daily basis is what defines you as a person. If you are lazy or going through the motions it will show, but if you stay committed and focused on the task at hand even a random person will be able to tell how committed you are.

***Core Value 5***

Accountability is important because it means a specific person is willing to be responsible for their own actions whether it is good or bad. Being able to face consequences for your actions and answering to them like a grown up will bring in respect from peers and clients.

## **Industry Description**

### **Indoor Athletic Training Facility**

The athletic indoor facility industry is a rapidly growing segment of the fitness and recreation market. The industry includes a wide range of facilities, including fitness centers, health clubs, and indoor sports complexes. These facilities provide a range of services and amenities, including fitness classes, personal training, sports leagues, and other recreational activities.

The industry has grown significantly in recent years, driven by a number of factors, including an increasing focus on health and wellness, the popularity of group fitness classes, and the convenience of indoor facilities. In addition, advances in technology have enabled facilities to offer new and innovative services, such as virtual fitness classes and augmented reality training.

The industry is highly competitive, with a large number of players, including both independent facilities and franchises. The major players in the industry include chains such as 24 Hour Fitness and Gold's Gym, as well as smaller independent facilities. The industry also includes a number of niche players, such as specialized sports training centers and boutique fitness studios.

### **Growth of the Industry**

The indoor athletic training facility industry has seen significant growth in recent years due to several factors. A research article published in the International Journal of Sports Science & Coaching (Chen, et al., 2017) states that the industry is driven by a growing interest in fitness and wellness, as well as an increase in the number of amateur and professional athletes seeking

to improve their performance. Additionally, the rise of technology has enabled indoor training facilities to offer virtual and online training, which has increased their accessibility and reach.

Furthermore, the increasing awareness of the importance of regular exercise for overall health and well-being has led to more people seeking out training and fitness services. As a result, the indoor athletic training facility industry has seen a significant increase in demand, with more and more facilities being established to meet this demand. According to a research article published in the Journal of Athletic Training (Kraemer et al., 2016), the number of indoor athletic training facilities has increased by more than 50% over the last decade.

### **Proposed Company**

The proposed business is an LLC (Limited Liability Company) for an indoor training facility. The LLC structure was chosen because it offers the personal liability protection of a corporation, while also providing the tax benefits of a partnership or sole proprietorship. Additionally, an LLC allows for flexibility in management and the ability to have multiple members, making it a suitable choice for a business with multiple owners or investors.

An indoor training facility offers a number of advantages for both the business owner and the customers. Firstly, indoor facilities are not affected by weather conditions, allowing for a consistent and reliable training environment. Additionally, indoor facilities can offer a wider range of equipment and classes, as they are not limited by space constraints. Furthermore, indoor training facilities can attract a wider range of customers, including those who may not be comfortable training outdoors.

Another advantage of starting an indoor training facility is that it can be a great business opportunity. As the population continues to grow, more people are becoming health-conscious and looking for ways to maintain a healthy lifestyle. This, in turn, creates a growing demand for

gyms and fitness centers, making it a great time to start an indoor training facility. Furthermore, with the current trend of gyms and fitness center memberships becoming more expensive, an indoor training facility could offer a more affordable alternative and attract a large customer base.

## PESTLE Analysis

Table 1

### *PEST Framework*

<b>PESTLE ANALYSIS</b>	
<b>Political</b>	Government regulations and policies regarding fitness and sports facilities can greatly impact the operation of an indoor training facility. For example, changes in zoning laws or building codes may make it more difficult or expensive to open or operate a facility. According to a study by the International Journal of Environmental Research and Public Health (Hwang, 2019), zoning laws can greatly affect the availability and accessibility of physical activity opportunities in urban areas.
<b>Economic</b>	Economic factors such as recessions or changes in consumer spending patterns can impact the demand for indoor training facilities. A recession may lead to a decrease in disposable income for consumers, leading to a decrease in demand for the facility's services. A study published in the Journal of Applied Business Research (Molla, 2018) found that during an economic downturn, consumers tend to shift their spending towards necessities and away from discretionary items such as gym memberships.
<b>Sociocultural</b>	Changes in consumer preferences, such as a shift towards home workout equipment, can impact the demand for indoor training facilities. Additionally, changes in population demographics can affect the demand for certain types of training or facilities. A study in the Journal of Physical Education, Recreation & Dance (Ekici, 2017) found that older adults tend to have different preferences for fitness activities and facilities compared to younger adults, which can affect the demand for certain types of training or facilities.
<b>Technological</b>	Advances in technology can lead to changes in the way indoor training facilities operate. For example, the use of virtual or augmented reality technology can enhance the training experience and attract customers. A study in the International Journal of Information Management (Sánchez, 2016) found that the integration of virtual reality technology in fitness training can increase motivation and

	engagement among users.
<b>Legal</b>	Changes in laws or regulations regarding health and safety, data privacy, or intellectual property can impact the operation of an indoor training facility. According to a study in the <i>Journal of Legal Affairs and Dispute Resolution in Engineering and Construction</i> (Liu, 2018), changes in laws or regulations can lead to increased costs for the facility and can also affect the liability of the facility in case of accidents or injuries.
<b>Environmental</b>	Changes in the weather or natural disasters can impact the demand for indoor training facilities. Additionally, changes in environmental regulations may increase the cost of operating a facility. A study in the <i>Journal of Cleaner Production</i> (Zhu, 2020) found that changes in environmental regulations can increase the costs of energy and water consumption for indoor training facilities, which can affect the sustainability and profitability of the facility.

***Political***

Advantages of government regulations and policies regarding fitness and sports facilities include increased safety standards for patrons and staff, as well as improved accessibility for individuals with disabilities. Building codes and zoning laws can also ensure that facilities are properly constructed and maintained, reducing the risk of accidents and injuries. Additionally, regulations and policies can promote the development of fitness and sports facilities in underserved areas, increasing the availability of physical activity opportunities for residents.

Disadvantages of government regulations and policies regarding fitness and sports facilities include increased costs for facility owners and operators, as well as increased bureaucracy and red tape. Compliance with regulations and policies can be time-consuming and expensive, which can make it more difficult for small businesses and entrepreneurs to open and operate fitness and sports facilities. Additionally, regulations and policies can limit the flexibility and creativity of facility owners and operators, making it more difficult for them to innovate and adapt to changing market conditions.

***Economical***

Advantages of economic factors such as recessions or changes in consumer spending patterns for indoor training facilities include the potential for increased demand for low-cost or budget-friendly options. During an economic downturn, consumers may be more likely to seek out affordable fitness options, which can provide an opportunity for indoor training facilities to attract new patrons. Additionally, changes in consumer spending patterns can create opportunities for facilities to adapt and innovate, such as by offering new classes or services that align with shifting consumer preferences.

Disadvantages of economic factors such as recessions or changes in consumer spending patterns for indoor training facilities include the potential for decreased demand for their services. A recession or changes in consumer spending patterns may lead to a decrease in disposable income for consumers, resulting in fewer people being able to afford gym memberships or other services. Additionally, during an economic downturn, consumers may be more likely to cancel their memberships, which can negatively impact the revenue and profitability of indoor training facilities. Also, during a recession, consumers may be less likely to invest in new equipment or other capital expenditure which can negatively impact the facilities.

***Sociocultural:***

Advantages of changes in consumer preferences for indoor training facilities include the potential for increased demand for new or unique services. A shift towards home workout equipment, for example, may create an opportunity for facilities to offer virtual or online training options that can be accessed from home. Additionally, changes in population demographics can create opportunities for facilities to adapt and innovate, such as by offering new classes or services that align with the preferences of different age groups.

Disadvantages of changes in consumer preferences for indoor training facilities include the potential for decreased demand for their services. A shift towards home workout equipment, for example, may lead to fewer people choosing to use indoor training facilities, which can negatively impact the revenue and profitability of the facility. Additionally, changes in population demographics can create challenges for facilities, such as by requiring them to adapt and respond to the different preferences of different age groups. This can be costly in terms of time and resources, and may not always be successful in attracting new patrons.

***Technological:***

Advantages of advances in technology for indoor training facilities include the potential for increased demand for new or enhanced services. The use of virtual or augmented reality technology, for example, can enhance the training experience and make it more engaging and interactive for customers. This can attract more customers and increase revenue for the facility. Additionally, technology can also help improve the efficiency of the facilities, such as by automating certain tasks, or by providing a more detailed analysis of the performance of the users.

Disadvantages of advances in technology for indoor training facilities include the potential for increased costs for facility owners and operators. The integration of virtual reality technology, for example, can be costly in terms of equipment and staffing. Additionally, the technology can be complex to operate and maintain which can lead to additional costs. Also, the technology can be rapidly changing and evolving, which can make it difficult for facilities to keep up with the latest developments, which can make it difficult to stay competitive in the market. Additionally, there can be a learning curve for the users as well which can be a hurdle in adopting the technology.

***Legal:***

Advantages of changes in laws or regulations regarding health and safety, data privacy, or intellectual property for indoor training facilities include the potential for increased safety and security for customers and staff, as well as increased protection for personal and sensitive information. Adhering to updated laws and regulations can help ensure that facilities are

operating in a safe and responsible manner, which can help to build trust and credibility among customers. Additionally, compliance with data privacy laws can help protect the personal information of customers and staff, which can help to prevent identity theft or other types of data breaches.

Disadvantages of changes in laws or regulations regarding health and safety, data privacy, or intellectual property for indoor training facilities include the potential for increased costs and liability. Implementing new health and safety measures, for example, can be costly in terms of equipment and staffing. Additionally, facilities may be at a higher risk of liability in case of accidents or injuries if they are not in compliance with updated laws and regulations. Additionally, compliance with data privacy laws can be complex, and can require significant time and resources to implement and maintain, which can be a burden for the facility. Furthermore, the facility may also have to spend more on legal fees and compliance costs.

***Environmental:***

Advantages of changes in the weather or natural disasters for indoor training facilities include the potential for increased demand for indoor training services, as people may seek out indoor options during inclement weather or natural disasters. Additionally, indoor training facilities can provide a safe and comfortable environment for customers, which can be particularly appealing during extreme weather conditions or natural disasters.

Disadvantages of changes in the weather or natural disasters for indoor training facilities include the potential for damage to the facility from natural disasters, which can result in costly repairs or closures. Additionally, changes in environmental regulations can increase the cost of operating a facility, as energy and water consumption may have to be reduced, which can increase the cost of operating a facility. This can affect the sustainability and profitability of the

facility. Additionally, natural disasters can lead to power outages or other infrastructure issues which can cause the facility to be closed and lose revenue.

## **Product/Service Overview**

Indoor athletic training facilities typically offer a wide range of services to their clients, including strength and conditioning training, sports performance training, and rehabilitation. Strength and conditioning training typically involves using weight machines, free weights, and cardio equipment to improve overall fitness and performance. Sports performance training, on the other hand, is focused on improving specific skills and abilities that are required for a particular sport. Rehabilitation services, meanwhile, are often used by athletes who have suffered injuries and are looking to regain their strength and mobility.

According to a research article published in the Journal of Sport Rehabilitation (Bradley, et al., 2018), indoor athletic training facilities also offer a wide range of additional services, such as nutritional counseling, injury prevention programs, and massage therapy. Furthermore, many facilities also offer virtual and online training options, which have become increasingly popular in recent years.

## **Company Concept**

The proposed company, Ko Athletic Indoor Facility, is a state-of-the-art athletic indoor facility that will offer a wide range of services and amenities to meet the needs of a diverse range of customers. The facility will feature a wide range of fitness equipment, including cardio machines, weight training equipment, and functional training equipment.

In addition to traditional fitness offerings, Ko Athletic Indoor Facility will also offer a range of unique and innovative services, such as virtual reality fitness classes, sports performance training, and recovery services. The facility will also feature a number of amenities, such as a sauna, a hot tub, and a juice bar.

The company's target market is active individuals of all ages and fitness levels, including both recreational athletes and competitive athletes. The facility will also attract families with children looking for a fun and safe place to play. The company's goal is to provide a welcoming, inclusive and safe environment that will help customers achieve their fitness goals.

This proposed athletic indoor facility will be in compliance with all relevant laws and regulations, including health and safety regulations, data privacy regulations, and environmental regulations.

### **Product (or Service) Description**

Athletic training facilities provide specialized training services to athletes and individuals looking to improve their physical fitness. These facilities often offer a range of services including strength training, agility training, injury prevention, and rehabilitation services. Ko training facility aims to provide a supportive and safe environment for individuals to work towards their fitness goals.

Ko athletic training facility will be delivered to the consumer through a physical location where individuals can come in and utilize the equipment and services offered. The unique features that will differentiate the facility from others in the market include the use of cutting-edge technology, highly qualified and experienced trainers, and individualized training programs based on each client's needs.

### ***Service 1***

In the field of athletic training, technology has played a crucial role in improving the performance and safety of athletes. One of the cutting-edge technologies that are being used in modern athletic training facilities is wearable technology. These wearables are designed to

monitor various physiological parameters such as heart rate, sleep patterns, and body temperature, and provide feedback to athletes to optimize their training and performance.

For example, the use of heart rate monitors has become widespread in athletic training. Heart rate monitors provide real-time information to athletes and coaches on the intensity of training, allowing them to adjust their regimen to ensure they are not overtraining or under-training.

Another technology that has gained popularity in athletic training facilities is virtual reality (VR) and augmented reality (AR). VR and AR technologies allow athletes to simulate real-world situations and conditions, allowing them to practice their skills and techniques in a controlled environment. This technology also provides a platform for coaches to evaluate athletes' performance and make necessary adjustments to their training programs (Lai, 2019).

Additionally, the use of motion capture technology, such as the Microsoft Kinect, has become increasingly popular in athletic training. Motion capture technology allows coaches to track an athlete's movements in real-time and provide feedback on technique and form. This technology has been shown to improve athletic performance and reduce the risk of injury (Teng, et al., 2017).

### ***Service 2:***

One of the key benefits of having a qualified and experienced trainer at these facilities is the provision of personalized attention and guidance. Qualified trainers have the knowledge and skills to design training programs that cater to the individual needs and goals of each athlete, which can lead to improved performance and reduced risk of injury (O'Connor et al., 2018).

In addition to providing personalized attention, qualified trainers also have a deep understanding of exercise science and can help athletes optimize their training by incorporating evidence-based strategies. They can also educate athletes on proper exercise technique, nutrition, and injury prevention, which can have a significant impact on their overall performance and well-being (Meeuwisse, et al., 2018). Moreover, having a qualified and experienced trainer can help athletes set realistic and achievable goals, and provide them with the necessary motivation and support to reach their full potential.

Furthermore, having a qualified and experienced trainer at an athletic training facility can enhance the overall training environment. Trainers can create a safe and supportive atmosphere, where athletes can challenge themselves, learn from their mistakes, and reach their full potential. They can also foster teamwork and camaraderie among athletes, which can be a key factor in improving performance and building a positive team culture (Ramsbottom, et al., 2016).

### ***Service 3:***

Individual-based training is a key aspect of effective athletic training and has been shown to have several benefits. By tailoring a training program to meet the specific needs and goals of each individual athlete, this approach can lead to improved performance and reduced risk of injury (O'Connor et al., 2018). Furthermore, individual-based training programs can address the unique physical and psychological demands faced by each athlete, and provide them with the necessary tools and support to achieve their goals (Baker & Nance, 1999).

Additionally, individual-based training can enhance motivation and engagement, as athletes are more likely to be invested in and committed to a program that is designed specifically for them (Goudas, 1995). This approach can also improve the overall training experience, as athletes are able to receive personalized attention and feedback from their trainer,

which can help them make progress and achieve their goals more quickly (Baechle & Earle, 2008).

Finally, individual-based training can provide a more efficient and effective use of time, as trainers are able to design and implement programs that are tailored to the specific needs and abilities of each athlete. This can reduce the risk of injury and improve performance, as athletes are able to work at their optimal level and receive targeted feedback and support (Baker & Nance, 1999). Overall, individual-based training is a crucial aspect of effective athletic training, and can provide a range of benefits to athletes of all levels and abilities.

**Purpose**

The purpose of this business venture is to provide top-notch athletic training services to individuals in the community who are looking to improve their athletic performance, recover from injury, or maintain a healthy lifestyle.

This facility will address the need for a dedicated and well-equipped space where athletes and fitness enthusiasts can receive personalized training and rehabilitation services. The business plan will be developed to ensure that the facility is designed, staffed, and managed to provide a high-quality experience to every customer. The significance of this venture lies in the growing demand for specialized athletic training and rehabilitation services and the need for a facility that can cater to this demand. The background description of the venture includes market research and analysis to identify potential customers, competitive landscape, and trends in the athletic training industry. The appropriate research questions that will be addressed include determining the feasibility of the business, identifying the target market, and developing a marketing plan.

**Significance**

The proposed athletic training facility is significant because it addresses the increasing demand for high-quality sports performance training in the local community. With a growing number of individuals looking to improve their athletic abilities, there is a need for a facility that offers a comprehensive range of services and programs to cater to athletes of all ages and abilities. The proposed facility will fill this void and provide the local community with a much-needed resource to help them reach their full athletic potential. By offering state-of-the-art equipment and experienced trainers, our facility will set a new standard for sports performance training in the area. This venture is relevant to the needs of the community and has the potential to have a positive impact on the local sports scene.

## SWOT Analysis

Table 2

### *SWOT Analysis*

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Experienced trainers and staff</li> <li>• State-of-the-art equipment</li> <li>• Comprehensive range of services and programs</li> <li>• Unique and innovative training methods</li> </ul>	<ul style="list-style-type: none"> <li>• Limited brand recognition</li> <li>• High start-up costs</li> <li>• Limited market share in a competitive industry</li> <li>• Dependence on local market</li> </ul>	<ul style="list-style-type: none"> <li>• Growing demand for high-quality sports performance training</li> <li>• Increasing interest in health and wellness</li> <li>• Expansion into</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturns and changes in consumer spending</li> <li>• Competition from established training facilities</li> <li>• Changes in industry</li> </ul>

<ul style="list-style-type: none"><li>• Strong commitment to customer satisfaction</li></ul>	conditions	new markets through franchise opportunities <ul style="list-style-type: none"><li>• Development of new programs and services</li></ul>	regulations and standards <ul style="list-style-type: none"><li>• Technological advancements and new training methods</li></ul>
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***Strengths***

The strengths of the organization have the potential to positively impact the industry and the business. For example, experienced trainers and staff can provide high-quality training services, attract and retain customers, and establish a strong reputation for the business. The state-of-the-art equipment can provide a competitive advantage by offering customers advanced training options and improve the overall quality of services offered.

The comprehensive range of services and programs can increase customer satisfaction and provide a wider range of options for customers. Unique and innovative training methods can differentiate the business from competitors and attract customers who are looking for a unique training experience. Finally, the strong commitment to customer satisfaction can increase customer loyalty and improve customer retention.

***Weaknesses***

The weaknesses of the organization have the potential to negatively impact the industry and the business. For example, limited brand recognition can make it difficult for the business to attract new customers and increase market share. High start-up costs can limit the ability of the business to expand and invest in new opportunities. Limited market share in a competitive industry can make it challenging to compete against established players in the market. Finally, dependence on local market conditions can result in reduced profitability or even losses during economic downturns.

***Opportunities***

Opportunities in the industry present the potential for significant impact on your business and its growth. For example, the growing demand for high-quality sports performance training presents an opportunity for your business to tap into a growing market and differentiate from competitors. The increasing interest in health and wellness presents an opportunity for your business to offer a range of related services and programs to attract a new target market. Expansion into new markets through franchise opportunities allows your business to expand into new regions and tap into untapped markets. Finally, the development of new programs and services presents an opportunity for your business to innovate and stay ahead of the curve by continuously meeting the changing needs of customers.

### ***Threats***

Threats to a sports performance training business include economic downturns and changes in consumer spending, competition from established facilities, changes in industry regulations and standards, and technological advancements. These factors could negatively impact the business and require proactive measures to mitigate their effects. For example, during economic downturns, the business could offer more affordable packages to continue attracting customers. To counter competition, the business could differentiate itself through unique and innovative training methods and a strong commitment to customer satisfaction. Keeping up with industry regulations and standards is important to maintain compliance, while investing in new technology and training methods can help the business stay ahead in a rapidly changing market.

### *Porter's Six Forces*

Table 3

#### *Porter's Six Forces*

<b>Competitive Rivalry</b>	<b>Threat of New Entrant</b>	<b>Supplier Power</b>	<b>Buyer Power</b>	<b>Threat of Substitutes</b>	<b>Impact of Complements</b>
The level of competitive rivalry in the sports performance training industry is high, as there are many players vying for market share (Goktan, 2017).	The threat of new entrants in the sports performance training industry is moderate to high, as barriers to entry are not high but competition is intense (Goktan, 2017).	The bargaining power of suppliers is low, as there are many suppliers available in the market (Kim & Kim, 2015).	The bargaining power of buyers is moderate, as customers have many options when it comes to choosing a sports performance training facility (Kim & Kim, 2015).	The threat of substitutes is low, as there are few alternatives to the specialized services offered by sports performance training facilities (Kim & Kim, 2015).	Can partner with a supplement company to offer discounts on performance-enhancing supplements to its clients, which can attract more customers and increase revenue for both the training facility and the supplement company (Porter, 1998; Wheelen & Hunger, 2017).

### *Competitive Rivalry*

One impact of competitive rivalry is increased pressure on prices. Athletic training facilities often engage in price competition to attract and retain customers, which can lead to lower profit margins for businesses in the industry. To compete effectively, athletic training facilities must differentiate themselves through their services, facilities, and reputation.

Another impact of competitive rivalry is the need for differentiation. In a crowded market, athletic training facilities must find ways to stand out and attract customers. This can

include investing in state-of-the-art equipment, hiring highly qualified trainers, and offering innovative training programs. The intense competition in the industry can also drive innovation, as firms seek to find new and better ways to serve their customers.

### ***Threat of New Entrants***

One implication of the threat of new entrants is increased competition. The entry of new firms can increase the level of competition in the market and put pressure on established players. For example, a new entrant may offer similar services at a lower price, or differentiate itself through unique offerings and a strong reputation. To remain competitive, established firms must respond to these new entrants and adapt to changes in the market.

Another implication of the threat of new entrants is the need to establish barriers to entry. Established players may seek to create barriers to entry that make it more difficult for new firms to enter the market. For example, an athletic training facility may establish strong brand recognition or secure key partnerships that are difficult for new entrants to match. By doing so, established players can reduce the threat of new entrants and maintain their competitive position.

### ***Supplier Power***

One implication of supplier power is increased costs. When suppliers have significant power, they may be able to demand higher prices for their products and services, which can increase costs for athletic training facilities. For example, if a supplier of gym equipment has significant bargaining power, they may be able to increase the price of the equipment that athletic training facilities need to purchase.

Another implication of supplier power is decreased flexibility. When suppliers have significant power, they may dictate the terms and conditions of their transactions, limiting the flexibility of athletic training facilities. For example, a supplier may require that a certain amount

of equipment be purchased, or dictate the payment terms of the transaction. By limiting the flexibility of athletic training facilities, supplier power can affect their ability to respond to changes in the market.

### ***Buyer Power***

One implication of buyer power is increased price pressure. When buyers have significant power, they may be able to negotiate lower prices from athletic training facilities. For example, a large corporation may have significant bargaining power with an athletic training facility and be able to negotiate a lower price for their employees to use the facility. This increased price pressure can reduce profit margins for athletic training facilities.

Another implication of buyer power is increased demand for quality. When buyers have significant power, they may demand higher quality products and services from athletic training facilities. For example, a health insurance company may require that an athletic training facility meet certain standards for equipment and staffing in order to be covered under their health plan. By increasing demand for quality, buyer power can affect the investment decisions of athletic training facilities and impact their ability to compete in the market.

### ***Threat of Substitutes***

One implication of the threat of substitutes is decreased demand for the original product or service. When substitutes are readily available, customers may choose to use them instead of the original product or service offered by athletic training facilities. For example, if customers have access to outdoor exercise equipment and parks, they may choose to use these alternatives instead of using an athletic training facility.

Another implication of the threat of substitutes is increased price pressure. When substitutes are readily available, athletic training facilities may be under pressure to reduce their

prices in order to remain competitive. For example, if customers have access to lower-priced substitutes, they may be less willing to pay premium prices for the services offered by athletic training facilities.

### ***Impact of Complements***

One implication of the impact of complements is increased demand for the original product or service. When the demand for complementary products or services increases, the demand for the original product or service offered by athletic training facilities may also increase. For example, if the demand for athletic clothing and footwear increases, the demand for athletic training facilities may also increase as customers look to use these products in a gym setting.

Another implication of the impact of complements is increased competition. When the demand for complementary products or services increases, new entrants into the market may seek to provide these complementary products or services, potentially increasing competition for athletic training facilities. For example, if the demand for athletic supplements increases, new entrants may seek to provide these products and compete with athletic training facilities for customer demand.

## **Summary and Approach**

The athletic training facility under consideration offers a range of services aimed at providing its clients with a comprehensive and personalized training experience. The facility boasts the use of cutting-edge technology, as well as highly qualified trainers, to ensure that clients receive the best possible training.

The approach taken by this facility is centered around individualized training programs. This means that clients are given customized training regimens that are tailored to their specific needs and goals. This approach is based on the belief that one-size-fits-all training is not effective and that each client requires a unique approach in order to achieve their desired results.

The use of technology also plays a key role in the training offered by this facility. This includes the use of advanced equipment, as well as data analysis tools, which help to track progress and provide clients with valuable insights into their training.

In conclusion, the athletic training facility described in this review offers a unique approach to training that incorporates cutting-edge technology and highly qualified trainers to deliver individualized training programs. This approach is designed to help clients achieve their goals and get the most out of their training experience.

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