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Master of Business Administration

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Course Location: NCMC or Online

Submission Date: *February 5th 2023*

Concept Proposal Title:

Ko Athletic Training Facility

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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

Helping 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

We want to be established as one of the premier training facilities within multiple communities. Ko training facility is one that offers top of the line equipment and training tools in order to get the most out of the athlete's 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. We plan to keep a 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

Figure 1

CIRCA 2023



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.

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

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.

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.

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 training facility industry is experiencing rapid growth and expansion as an essential segment of the fitness and recreation market. These facilities offer a variety of services and amenities such as strength and conditioning training, sports performance training, injury rehabilitation, and athlete education. They cater to athletes of all ages and skill levels, from beginners to elite-level athletes, and are designed to enhance athletic performance, prevent injuries, and improve overall fitness.

One of the primary drivers of growth in this industry is the increasing awareness of the importance of sports and fitness in maintaining a healthy lifestyle. According to the Centers for Disease Control and Prevention (CDC), physical activity can help control weight, reduce the risk of chronic diseases such as diabetes and heart disease, and improve mental health. Moreover, the increasing popularity of competitive sports has resulted in a growing demand for specialized athletic training facilities.

Advances in technology have also played a significant role in the growth of this industry. Athletic training facilities are now equipped with state-of-the-art equipment, such as motion analysis systems, video feedback, and virtual reality training, to provide athletes with a more comprehensive training experience. Furthermore, social media platforms have facilitated the promotion and marketing of these facilities, resulting in a more extensive reach and increased visibility.

There are many players in the fiercely competitive sports training facility market, including independent facilities and franchises. Reputable sports training facilities like IMG Academy, EXOS, and Athletes' Performance are among the major players in the market, as are

smaller boutique facilities that target particular markets. Athlete development is fundamentally influenced by a variety of specialist sectors within the industry, including sports psychology, biomechanics, and performance nutrition.

A research by the International Health, Racquet and Sportsclub Association (IHRSA) projects that the athletic training facility business will increase at a rate of 2.9% yearly, while the fitness industry will grow at a rate of 2.9% annually. This expansion is due to three factors: an increase in the demand for specialized training services, an increase in the availability of cutting-edge training technologies. As a result, the market for sports training facilities offers profitable opportunities for expansion and investment.

Growth of the Industry

Due to a number of causes, the indoor sports training facility business has experienced tremendous expansion in recent years. According to a study published in the *International Journal of Sports Science & Coaching* (Chen, et al., 2017), the industry is propelled by an increase in the number of amateur and professional athletes looking to boost their performance as well as a growing interest in fitness and wellness. The development of technology has also made it possible for indoor training facilities to provide virtual and online training, expanding their accessibility and audience.

Additionally, as the value of regular exercise for overall health and wellbeing becomes more widely recognized, more people are turning to training and fitness services. The result is that the market for indoor athletic training facilities has seen a sharp rise in demand, which is being met by the construction of more and more facilities. According to a study that was written and published in the *Journal of Athletic Training* (Kraemer et al., 2016), there are now more indoor athletic training facilities than ever before.

Proposed Company

The proposed business is an LLC (Limited Liability Company) for an indoor training facility. Limited Liability Company (LLC) for an indoor training facility is the planned business. The LLC structure was chosen because it combines the tax advantages of a partnership or sole proprietorship with the personal liability protection of a corporation. An LLC is a good option for a company with several owners or investors because it also permits flexible management and the possibility to have various members. Tampa, Florida is slated to host the opening of the first facility. Due to the unfavorable weather, this is a good time to start before considering expanding to other areas.

For both the business owner and the clients, an indoor training facility offers a variety of benefits. First of all, indoor spaces offer a constant and dependable training environment because they are not impacted by the weather. Indoor facilities can provide a greater selection of tools and classes since they are not constrained by physical limitations. Indoor training facilities can also draw a wider variety of clients, including some who would not feel comfortable training outside.

Opening an indoor training facility has the added benefit of offering a tremendous commercial opportunity. More individuals are becoming health-conscious and searching for strategies to maintain a healthy lifestyle as the population continues to increase. It's a perfect moment to open an indoor training facility because this in turn increases demand for gyms and fitness facilities. Additionally, given the rising cost of gym and fitness center subscriptions, an indoor training facility might provide a more cost-effective option and draw a sizable customer base.

PESTLE Analysis

Table 1

PEST Framework

PESTLE ANALYSIS	
Political	Zoning laws can greatly affect the availability and accessibility of physical activity opportunities (Hwang, 2019)
Economic	During an economic downturn, consumers tend to shift their spending away from discretionary items such as gym memberships (Molla, 2018)
Sociocultural	Older adults tend to have different preferences for fitness activities and facilities compared to younger adults, affecting the demand for certain types of training or facilities (Ekici, 2017).
Technological	The integration of virtual reality technology in fitness training can increase motivation and engagement among users (Sánchez, 2016).

Legal	Changes in laws or regulations can lead to increased costs and affect the liability of the facility (Liu, 2018).
Environmental	Changes in weather or natural disasters and environmental regulations can affect the sustainability and profitability of the facility (Zhu, 2020)

Political

Increased safety standards for patrons and employees, as well as better accessibility for people with disabilities, are benefits of government rules and policies addressing fitness and sports facilities. Building rules and zoning regulations can help guarantee that facilities are built and maintained correctly, lowering the likelihood of accidents and injuries. Additionally, laws and policies can encourage the construction of sports and fitness facilities in underserved areas, expanding the number of possibilities for locals to engage in physical activity.

There are negatives to government regulations and legislation governing sports and fitness facilities, including increased running and maintenance costs for facility owners and operators as well as greater bureaucracy and red tape. Since following rules and regulations can be time-consuming and expensive, opening and operating fitness and sports facilities can be difficult for small enterprises and entrepreneurs. Rules and restrictions may also limit the flexibility and ingenuity of facility owners and operators, making it more difficult for them to innovate and adapt to changing market conditions.

Economical

Recessions or changes in consumer purchasing patterns may benefit indoor training facilities by fostering a demand for more economical or cost-effective options. During a recession, consumers might be more likely to look for affordable workout options, which could

provide an opportunity for indoor training facilities to attract new clients. Facilities may be able to adapt and develop as a result of changes in customer spending habits, for instance by launching new classes or services that reflect shifting consumer preferences.

Indoor training facilities may see a drop in demand for their services as a result of economic issues like recessions or changes in consumer purchasing habits. Reduced disposable income for consumers could result from a recession or changes in consumer buying habits. It causes a decrease in the number of people who can afford services like gym memberships. Additionally, consumers may be more likely to cancel their memberships during a recession, which could have a detrimental effect on the income and profitability of indoor training facilities. Additionally, consumers may be less inclined to spend money on new equipment or other capital improvements during a recession, which could have a detrimental effect on the facilities

Sociocultural:

The possibility for increasing demand for novel or distinctive services is one benefit of shifting customer preferences for indoor training facilities. For instance, a trend toward home exercise equipment may give facilities the chance to provide remote access to virtual or online training possibilities. A facility may be able to adapt and innovate as a result of changes in the population's demographics by, for example, introducing new classes or services that cater to the tastes of various age groups.

The potential for diminished demand for their services is one drawback of shifts in consumer preferences for indoor training facilities. For instance, a trend toward home exercise equipment may result in fewer people preferring to use indoor training facilities, which could have a detrimental effect on the facility's income and profitability. Facilities may also face difficulties as a result of shifting population demographics, such as having to adjust to and accommodate

various age groups' preferences. This can be time- and resource-intensive, and it might not always be effective in luring in new customers.

Technological:

The possibility for greater demand for new or improved services is one benefit of technological advancements for indoor training facilities. For instance, utilizing virtual or augmented reality technology can improve training and make it more participatory and interesting for clients. This may draw more visitors and boost the facility's income. Technology can also help increase the effectiveness of the facilities by automating some duties or by giving a more in-depth study of how well the users are performing.

Technology advancements for indoor training facilities include drawbacks, including the possibility for higher operating expenses for facility owners and managers. The cost of manpower and equipment, for instance, can be high when integrating virtual reality technology. The technology may also be difficult to run and maintain, which could result in higher expenditures. Additionally, because technology is constantly expanding and changing, it can be challenging for facilities to keep up with the most recent advancements and maintain their competitiveness in the market. A learning curve for the users may also exist, which could make it difficult for them to accept the technology.

Legal:

The possibility for greater customer and employee safety and security, as well as increased protection for sensitive and personal data, are benefits of improvements in laws or regulations regulating health and safety, data privacy, or intellectual property for indoor training facilities. Updating rules and regulations as necessary will assist guarantee that facilities are run safely and responsibly, which can help to increase credibility and trust among customers.

Additionally, adhering to data privacy rules can assist safeguard the personal data of clients and employees, thereby reducing the risk of identity theft and other sorts of data breaches.

The potential for higher expenses and responsibility are drawbacks of changes in laws or regulations pertaining to health and safety, data privacy, or intellectual property for indoor training facilities. For instance, adding additional staff members and purchasing new equipment to implement new health and safety requirements might be expensive. If facilities do not adhere to the most recent laws and regulations, they may also be more liable in the event of an accident or injury. The facility may also be burdened by the complexity, time commitment, and expense required to develop and maintain compliance with data privacy rules. The facility might also have to pay higher legal fees and compliance expenses.

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

Strength and conditioning training, sports performance training, and rehabilitation are just a few of the services that indoor athletic training facilities often provide to their clientele. In order to increase overall fitness and performance, strength and conditioning training often uses weight machines, free weights, and cardio equipment. On the other hand, sports performance training is concentrated on enhancing particular skills and talents that are necessary for a given sport. Athletes who have sustained injuries and are trying to regain their strength and mobility frequently employ rehabilitation services.

In addition to providing a wide range of extra services, indoor sports training facilities also include nutritional advice, injury prevention programs, and massage therapy, according to a study that was published in the Journal of Sport Rehabilitation (Bradley, et al., 2018). Furthermore, many facilities also offer virtual and online training options, which have become increasingly popular in recent years.

Ko Athletic Training Facility Services

For people wishing to get more physically fit and for players looking to perform better in their respective sports, Ko Athletic Training Facility offers a wide range of services. With highly skilled and knowledgeable trainers, state-of-the-art equipment, and a supportive and secure environment, our facility helps people work toward their fitness objectives. This enables them to reach their full potential.

Strength training, agility training, injury prevention, and rehabilitation services are all part of our fitness and training offerings. Our trainers collaborate closely with customers to create personalized training schedules that are tailored to their specific requirements and objectives. We ensure that customers are on track to meet their fitness objectives by using cutting-edge equipment and technology to track progress and modify training schedules as necessary.

We provide a variety of sports-specific training programs for athletes, including those for baseball, basketball, football, soccer, and more. Our trainers are professionals in creating specialized training plans that concentrate on enhancing strength, speed, agility, and endurance for particular sports. They have a wealth of experience working with athletes of all skill levels, from amateur to professional.

We recognize the significance of injury prevention and rehabilitation for athletes at Ko Athletic Training Facility. We provide services for both injury prevention and rehabilitation, such as physical therapy and sports massage, to aid athletes in both healing from injuries and avoiding further ones. Our trainers collaborate closely with athletes to create specialized injury prevention strategies that have an emphasis on enhancing flexibility and mobility overall while strengthening vulnerable regions.

In summary, Ko Athletic Training Facility offers a range of services to help individuals and athletes achieve their fitness goals and improve their performance. Our experienced trainers and state-of-the-art equipment and technology set us apart from other facilities in the market, and we are committed to helping our clients reach their full potential in their fitness and sports pursuits.

Technology Services

We will provide our customers mobile applications and online training courses so they can access their courses and monitor their progress from anywhere. This will make it possible for our clients to communicate with their trainers and get real-time performance feedback even when they are not present at the facility. Our online training programs will feature individualized workout schedules and nutritional advice that are catered to the requirements and objectives of each client.

Depending on our clients' needs and objectives, we will provide them with a variety of technological packages. Basic equipment usage to more complex virtual and augmented reality training choices will be included in these packages. Our exceptionally skilled instructors will collaborate with each client to identify the optimum technology package for their requirements and will offer continuing assistance and direction throughout the training process.

Team Packages:

The Ko athletic training facility strives to give both individuals and teams a secure and encouraging environment in which to work toward their fitness objectives. A variety of services, such as strength training, agility training, injury prevention, and rehabilitation services, will be provided by the facility.

Ko training facility will provide customized training plans in addition to a special service that lets groups rent a specific section for team sports like basketball or volleyball. Access to the designated location and necessary sports gear, such as balls and nets, are included in the team rental package.

The team rental package will be made available at several levels to accommodate teams with diverse demands and sizes. For instance, the basic package would include use of the allocated space and its associated equipment for a predetermined amount of time, while the

premium package might also give the team access to a dedicated trainer who can offer coaching and direction throughout the rental period.

Overall, the Ko athletic training facility's team rental service gives groups the chance to practice and compete in a welcoming environment while having access to top-notch tools and qualified instruction.

Personalized Training:

Effective sports training includes individual-based training, which has been found to provide a number of advantages. This strategy can result in greater performance and a lower risk of injury by customizing a training program to fit the unique demands and objectives of each individual athlete (O'Connor et al., 2018). Additionally, individual-based training plans can take into account the particular physical and psychological demands that every athlete must meet and give them the resources and encouragement they need to succeed (Baker & Nance, 1999).

Additionally, because athletes are more likely to be immersed in and dedicated to a program that is tailored precisely to them, individual-based training can increase motivation and engagement (Goudas, 1995). With this strategy, athletes can receive individualized attention and feedback from their coach, which can speed up their growth and help them reach their goals more rapidly (Baechle & Earle, 2008).

Ko facility will provide specialized training plans made to match the needs and objectives of each client. Each program will be created depending on the client's level of fitness, medical background, and specific goals. Customers will have a variety of package options to pick from, such as a one-time assessment and program creation or continuous personal training sessions.

Purpose

This company's mission is to offer top-notch athletic training services to community members who want to enhance their athletic ability, recover from an injury, or maintain a healthy lifestyle.

With the help of this facility, athletes and fitness enthusiasts will have access to a dedicated and well-equipped area where they may obtain specialized training and rehabilitation services. The facility will be planned, manned, and operated to offer each visitor a first-rate experience, according to the business strategy. The importance of this project rests in the requirement for a facility that can meet the growing demand for specialist athletic training and rehabilitation services.

The venture's background description comprises market research and analysis to pinpoint potential clients, the competitive landscape, and market trends in the athletic training sector. Determining the viability of the firm, identifying the target market, and creating a marketing strategy are acceptable research topics that will be addressed.

Significance

The proposed athletic training facility is a response to the growing demand for sports performance training in the local community (Smith & Green, 2021). According to the International Health, Racquet & Sportsclub Association, the number of health and fitness club memberships in the United States has steadily increased over the past decade (2021). This growth is driven by a greater emphasis on health and fitness, with more individuals looking to improve their athletic abilities and overall well-being.

By providing a wide variety of services and programs to accommodate athletes of all ages and abilities, the planned facility seeks to meet this need. The facility will offer a secure and encouraging atmosphere for people to work towards their fitness objectives thanks to cutting-edge equipment and knowledgeable coaches. In order to help athletes improve their performance and lower their risk of injury, the facility will also include sports-specific training regimens, including drills and exercises that replicate the movements and demands of various sports.

The planned facility has the ability to improve the local sports scene by addressing the need for high-quality sports performance training in the neighborhood. The National Federation of State High School Associations reported in 2021 that there has been a consistent rise in the number of high school pupils participating in sports over the preceding ten years. As more people look into sports performance training to increase their chances of succeeding in their preferred sport, this trend is predicted to continue.

Modern equipment and knowledgeable coaches at the proposed facility will raise the bar for sports performance training in the region and give athletes access to resources they had not previously had. In addition to helping athletes trying to increase their performance, this will also enhance the community's general health and fitness. The proposed facility is an excellent investment in the community's future since it will give people a much-needed tool to help them realize their full athletic potential.

SWOT Analysis

Table 2

SWOT Analysis

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

Strengths

The strengths of the organization have the potential to positively impact the industry and the business. 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. 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 a 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

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements
The level of	The threat of	The	The bargaining	The threat of	Can partner with a

competitive rivalry in the sports performance training industry is high, as there are many players vying for market share (Goktan, 2017).	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).	bargaining power of suppliers is low, as there are many suppliers available in the market (Kim & Kim, 2015).	power of buyers is moderate, as customers have many options when it comes to choosing a sports performance training facility (Kim & Kim, 2015).	substitutes is low, as there are few alternatives to the specialized services offered by sports performance training facilities (Kim & Kim, 2015).	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).
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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.

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.

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.

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. 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.

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.

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.

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.

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.

Summary and Approach

The athletic training facility under consideration is a reaction to the local community's growing need for top-notch training for sports performance. The facility provides a wide variety of services designed to give each client a unique training experience. Individualized training plans are essential for obtaining peak athletic performance, according to the International Journal of Sports Physiology and Performance (Silva et al., 2019). As a result, the facility's strategy is based on tailored training plans that take into account the unique needs and objectives of each customer.

Use of cutting-edge technology in training is one of this facility's distinctive qualities. To guarantee that clients receive the finest training possible, this includes the utilization of cutting-edge equipment, such as strength training machines and agility equipment. The facility also makes use of data analysis tools to monitor client development and offer insightful information about their training. Technology has been found to improve athletic performance, according to the Journal of Sports Science and Medicine (Stöggl & Sperlich, 2015). As a result, an important aspect of the facility's training programs' effectiveness is the utilization of technology.

One of the distinguishing features of this facility is the use of cutting-edge technology in training. This includes the use of cutting-edge technology, such as strength training machines and agility equipment, to ensure that clients receive the best training possible. Additionally, the facility uses data analytic technologies to track client progress and provide informative statistics on their training. According to Stöggl and Sperlich (2015) and the Journal of Sports Science and Medicine, technology has been shown to enhance athletic performance. The successful use of technology is therefore a key component of the facility's training programs.

The facility's utilization of cutting-edge technology for training sets it apart from others. In order to ensure that clients receive the finest training possible, this includes the utilization of cutting-edge technology, such as strength training machines and agility equipment. The facility also makes use of data analytics technology to monitor client development and provide illuminating data on their training. The Journal of Sports Science and Medicine, Stöggl and Sperlich (2015), and other sources claim that technology has been proven to improve athletic performance. The facility's training programs consequently include a significant emphasis on the effective use of technology.

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