

**NEW YORK INSTITUTE
OF TECHNOLOGY**

School of Management

**Riyaz Akhtar Experiential
Education Program**

High School Students Business Competition 2022

Where Careers Begin

Case on

Generation Iron Personal Training



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[NYIT.EDU/MANAGEMENT/EXPERIENTIAL_EDUCATION](https://nyit.edu/management/experiential_education)

Company Overview

Generation Iron Personal training is a franchise of the global brand Generation Iron and given the success of the brand they are looking to expand in a new direction fitness. The ultimate goal for this expansion is to increase the brand's market share at a low cost. Generation Iron PT is a fitness facility that has a system set in place to ultimately empower entrepreneurial personal trainers. Unlike traditional gyms, Generation Iron PT does not hire their own on-site personal training staff. Instead, they provide a platform and a place for certified personal trainers with an entrepreneurial mindset to start their own training business. The benefit for providing this platform for personal trainers is to allow them to build their brand and grow their business.

What is offered to the Franchisee?

As a Generation Iron PT franchise owner, they are given the opportunity to become the pillar of the bodybuilding community in that particular region. As a franchise owner, the franchisee can have a direct impact in helping further the growth and support of the brand. Aside from Generation Iron being a global brand best known for its bodybuilding film documentaries, the company has evolved into an interactive media entity with a worldwide presence. Being a franchise member provides any franchisee access to the Generation Iron brand name, marketing support, and assets. Owners of the Generation Iron Personal Training facilities are the next movement to further the growth of the brand. The franchisee pays a fee to the Generation Iron PT corporation in order to have these benefits. The location in New City, NY is part of this franchise.

Generation Iron Personal Training Facility

Location: 730 NY-304, New City, NY 10956, USA

Established: March 2021

Generation Iron Personal Training in New City, NY is a 7,000 square foot facility that is outfitted with elite equipment and uniquely designed. The equipment and amenities provided by the gym consist of the following:



Dumbbells



Treadmills



Turf Area



Stationary
Bikes



Machinery Strength
Equipment

Benefits for Certified Personal Trainers

- Certified Personal Trainers are provided a facility containing an array of equipment to suit their needs.
- Purchasing options for use of the facility by trainers (monthly payments)
- Personal trainers can use the facility 24 x 7
- Trainers will be allowed to keep all profits after the fee has been paid to the owner of the facility
- Personal trainers receive guidance from the on-site staff

Benefits for clients

- Receive personal training from certified and educated trainers with many different styles and techniques
- Personal training sessions can be customized for each individual according to their needs (only with on-site personal trainers)
- No additional fees will be added towards additional personal training sessions
- Ability to schedule appointments with registered on-site trainers (one-on-one training classes)
- Given the opportunity to purchase nutritional and supplemental plans through the facility

Owners/ On-site Trainer Bio's



Sephora Tambor

- Sephora is a Rockland County local and has strong ties to the community.
- She committed herself to build her body, shaping and sculpting in the necessary areas.
- Sephora recently obtained her NASM certification, her mission as a personal trainer is not only to change your body but your mindset on health and fitness as a whole



Ehsan Farahi

- Ehsan has 25 years of experience in the industry.
- He is certified with the IFBB Academy for personal training and nutrition.

Owned Social Media

Facebook: facebook.com/GenerationIron/

Instagram: instagram.com/generationironpersonaltraining/

Twitter: twitter.com/GenerationIron

YouTube: youtube.com/user/GenerationIron





Customer Satisfaction

Highly satisfied or delighted customers continue purchasing the same products/ services. This, in turn, leads to providing positive and encouraging word-of-mouth to other potential customers. These customers often become “customers for life.” In this case, the personal trainers are the customers. Generation Iron is seeking to ensure satisfaction among personal trainers who are building their businesses. In contrast, those who are less satisfied or feel neutral either switch to a competitor, or wait until another marketer offers them a somewhat lower price and then switch. In addition, highly dissatisfied customers spread negative and often exaggerated word-of-mouth.

Here are the several types of consumers that you should identify when conducting your investigation.

Loyalists

These are completely satisfied customers who keep purchasing. The apostles are loyal customers whose experiences with the company exceeded their expectations and who provide very positive word-of-mouth about the company to others.

Defectors

These are customers who feel neutral or merely satisfied with the company and are likely to switch to another company that offers them a lower price.

Terrorists

Who are customers who have had negative experiences with the company and spread negative word-of-mouth.

Hostages

Unhappy customers who stay with the company because of a monopolistic environment or low prices; they are difficult and costly to deal with because of their frequent complaints.

Mercenaries

Are the very satisfied customers who have no real loyalty to the company and may defect because of a lower price elsewhere or on impulse, defying the satisfaction-loyalty rationale.

Marketing Objectives

- Recruit entrepreneurial personal trainers
- Increase loyalty among personal trainers
- Increase perceived value while reducing perceived risk among personal trainers
- Develop promotional strategies targeting personal trainers to increase brand awareness around the surrounding area of New City, NY
- Analyze competitors, review what competitors offer to personal trainers and develop unique selling propositions

What is NOT offered by Generation Iron PT?

- Does not accept insurance
- Do not provide certifications for new trainers

Challenge

Your task is to create a promotional strategy to meet the case's marketing objectives along with developing a competitive analysis and strategy that defends the company's market position and gains a competitive advantage. Your strategies will be evaluated based on how you describe the implementation, measurement, and evaluation. The judges will be looking for a strategy that involves a target audience selection, event preparation and promotion on social media, and an integrated marketing communications campaign for social, print, radio media, etc.

In addition, create a social media plan and detail your proposals for social media posts. You can also choose to include a search engine marketing strategy. What keywords would you recommend, and why? How should the Google ad appear? Furthermore, how would you recommend Generation Iron Personal Training to analyze and measure the plan's success? What KPIs would you recommend for Generation Iron Personal Training that they monitor?



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