



RICHESD

**GO
FIT**

**BUSINESS
PLANNING**

OVERVIEW

An introduction to an idea. We can explore further upon your interest to this introduction.

Fitness Industry

The most happening business that brings in health, fitness, glamor, celebs, food, calories, supplements, tips, dances, jumps & rolls. There are a lot more but this introduction or recall is enough to move on.

And still, there are millions of fat around us. Is it the industry failing, failing to reach people or its the mindset of people. If a person wants being fit it's as simple as following their grandparents' lifestyle. No one does that or if they do also they are not considered wellbeing. Nor the so-called health & fitness can bring them on track.

There is no use of reinventing the wheel as it's done in many ways – lifting weights at the gym, cross fitness at studios, run a mile, martial arts.... & still, people stay the same after a glitch. There is no fault in the programs, there is no fault in people, it is only that they both are not getting connected. The is not really happening.

Changes that can speak fitness

Till now what we are experiencing is only information. Do 'X' reps, food tips, data analysis that tells us how much is our heart rate & we all know people lived much more healthy before all this.

But we listen when the voice is of an intelligent & we work when we get rewarded well. Let's redefine this road blocked industry with new colors.

Intelligent & Rewarding

A smart cellphone app can fulfill this need. How intelligent will it be, will depend on the features that we can introduce. The app should not tell when to pack ourselves for a gym, it must tell us when to jump, sprint & such sudden tasks that are small & big which can excite a person. After completing a set of tasks they move on the next levels which become real rewarding, like offer at a store, movies, etc. We can also include offers such as appointments to eyes, ears checkups which are definitely neglected in our daily lives or at regular health checkups.

If going to have gyms/studios they must include once in a while surprise hours where a traditional dancer can give basic lessons, a martial arts trainer, or a doctor, all leading to interactive thoughtful learning. Surprise hours info should go as notifications & users at other locations or those who did not attend should regret not being there. The routine programs are aired on the apps & at partnered centers, but surprise hours should not. This will create a drive to attend fitness centers or to follow the app. A universal membership at fitness centers will become more beneficial, giving the flexibility of place & time.

Brining, such deep connected apps & fitness centers will definitely come up with a cost. The cost will be for establishing own fitness centers, video recording, gathering offers & tie-ups, website, apps, servers & staff. All this can create a brand value. Earnings will come with subscriptions, ads, selling merchandise & supplements.

Cost

UK
US
INDIA
our locations

ELEVATING PEOPLE & BRAND THEY BELIEVE IN

Our previous works are our business
cards for our new clients.

We will be HAPPY to see YOU in this list.

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