



Elyte Aims Fitness & Wellbeing Business Capability Statement

Executive Summary

Elyte Aims Fitness & Wellbeing is a new business concept, which targets a number of current limitations in the market, specifically in the Hunter Valley region.

Riyaan Ely and Aimee Cridland are joint owners of the new business, Elyte Aims Fitness & Wellbeing Pty Ltd trading as Elyte Aims Fitness & Wellbeing as a total health and fitness training school since September 2013. Aimee is a young Aboriginal woman and Riyaan is a proud Namibian man. Both are prominent figures in the health and fitness industry in the Hunter Valley – specifically in Rutherford. As joint owners, Riyaan and Aimee have developed the business as an extension of their personal and professional goals and objectives.

Elyte Aims Fitness & Wellbeing provides holistic Fitness & Wellbeing services, dedicated to helping clients achieve their fitness, weight loss and wellbeing goals. With a 'clients for life' philosophy, Elyte Aims Fitness & Wellbeing ensures all training programs are created with a holistic approach to health, ensuring overall client wellbeing becomes the primary focus, dedicated to improving their lives with the goal of empowerment of self-care, "one body – one life".

Core Elyte Aims Fitness & Wellbeing services include:

- Corporate Fitness Programs
- Government Fitness Programs
- Healthy Students, Healthy Schools, Healthy for Life Programs
- Rehabilitation training (return to work and sports).
- Fitness consulting to sporting clubs and elite athletes.
- Personal & Group Fitness & Wellbeing Programs
- Boot camp
- Fit Kids Program

The purpose of this Capability Statement is to showcase the strong business structure Elyte Aims Fitness & Wellbeing has as a growing brand and reputable leader in the Fitness and wellbeing industry across the private sector, government and communities. In addition to the programs on offer, the Company is working toward:

- The establishment of Elyte Aims Fitness & Wellbeing Centres.
- The development of additional services, including self-defence.
- The creation of branded products and merchandise. (Complete)
- Their ability to become an industry 'guru' when it comes to holistic exercise, sports, fitness and health programs.

Business Management



Owner's Experience

Both Riyaan and Aimee are currently playing relevant roles in Genesis Fitness Club, underpinned by the industry qualifications and experiences.

Riyaan Ely

- Bachelor of Sport and Exercise Science.
- 2nd Dan Black Belt.
- International Inline Hockey Coach.
- International Inland Hockey and karate.
- International Athlete.
- Currently Fitness Division Coordinator.
- Personal Trainer.

Aimee Cridland

Aimee has worked for many years in the industry and holds:

- Diploma in Fitness & Wellbeing
- Diploma in Business Management
- Member Manager at Genesis Fitness Rutherford

Between them, Riyaan and Aimee have been immersed in all aspects of health and fitness, as well as the requirements of elite athlete. Furthermore, with experience in fitness centre management and administration, they have a good knowledge of business – having managed Genesis Fitness Clubs in Coffs Harbour and Rutherford.

Utilising their extensive skills, experiences and networks in the industry and local region, Riyaan and Aimee established their own company – Elyte Aims Fitness & Wellbeing. Riyaan and Aimee are new to business ownership, but they understand the necessity of business development, business acumen and managerial prowess. Therefore, working in conjunction with a team of mentors, Riyaan and Aimee are developing the following areas of expertise.

Strategic Thinking – Business Development

Business development and strategic thinking are vital to Elyte Aims. The Company's staff understand their target demographic and the best way to reach customers will result in the greatest possible market penetration. Riyaan and Aimee will focus on business development, creating strategies at the customer level to develop an offering they actually need.

Leadership

Superior outcomes are often a direct result of a smoothly operated team. Riyaan and Aimee will, and are, working closely with a team of consultants to facilitate operationally efficient relationship, both internally and externally.

Innovation

Elyte Aims remains close to the industry, its trends, its technologies and its ever-changing customer requirements. Innovation is central to the business model and the calling card of the Elyte team of Professionals.

Business Philosophy

Elyte Aims Fitness & Wellbeing provides holistic Fitness & Wellbeing services, dedicated to helping clients achieve their fitness, weight loss and wellbeing goals.

The philosophy of Elyte Aims Fitness & Wellbeing is that *"every person deserves to become the very best they can be"*. Supporting members through losing weight, gaining fitness, rehabilitation or even just offering a social place to meet other like-minded people – Elyte Aims Fitness & Wellbeing is a Total Health and Fitness Experience.

Following an initial consultation, personalised programs are prepared to include one-on-one Fitness & Wellbeing sessions, coaching, nutrition, weight loss, relaxation, and lifestyle education and rehabilitation programs with access to fitness tools and equipment.

Programs are tailored to the equipment available to clients, and to their consistency of exercise and is based around meeting specific health and physique objectives. The focus is on 'mixing it up' and ensuring that clients do not get bored or lack the drive to continue to meet their goals.

Elyte Aims Fitness & Wellbeing ensures all training programs are created with a holistic approach to health – ensuring overall client wellbeing becomes the primary focus, dedicated to improving their lives.

Elyte Aims offers Corporate and Government Clients the perfect solution for maintaining a healthy, fit and happy workforce. Tailored options include the ability to run programs at the client's site or through private Elyte facilities where by individual employees can participate away from the work environment. Business Operations

Human Resources

Each and every trainer at Elyte holds industry-recognised certifications, and are constantly trained to remain at the forefront of the health and fitness industry. When staff first begin with Elyte Aims Fitness & Wellbeing they need to undertake the Elyte Aims Fitness & Wellbeing Mentor Program to ensure they are in a position to provide the best service and knowledge available.

Business Accreditation and Certification

The accreditations held include:

- WH&S certification.
- Worksafe protocol.
- Business insurance.
- Product Liability insurance.
- Professional Indemnity insurance.
- Public Liability insurance.
- Background checks for all employees.

Elyte Aims Fitness & Wellbeing maintains appropriate protection and copyright for all intellectual property for the business including the business model, website and information services provided to clients. Elyte Aims Fitness & Wellbeing will also maintain appropriate legal disclaimers and public liability and professional indemnity insurance to safeguard the business from any wrongdoing.

Hours of Operation

Elyte Aims Fitness & Wellbeing operates 7 days a week, but with appointments pre-scheduled to suit client timetables.

Business Strategy

Brand Strategy

It is the objective of Elyte Aims Fitness & Wellbeing to position itself as a niche player in the health and fitness industry – educating its clients and the community at large, on how to realistically manage a healthy lifestyle that includes exercise, nutrition, sport and community involvement.

The Elyte Aims Fitness & Wellbeing brand strategy is to position itself as a trusted entity in the local and regional community, as well as the greater fitness industry. The focus is be on creating and leveraging its growing reputation as a leader in the field of health and fitness and through empowering its clients to take back control of their lifestyles.

Elyte Aims Fitness & Wellbeing bases the creation and promotion of the brand on four key attributes:

- Trust. The Elyte Aims Fitness & Wellbeing philosophy is on indicating and delivering results as promised.
- Compliance. Working in conjunction with industry regulations and within suggested health recommendations, Elyte Aims Fitness & Wellbeing will remain compliant.
- Results. Delivering on all desired outcomes increases industry acceptance of Elyte Aims Fitness & Wellbeing.
- Partnerships. Partnerships with clients, with industry support (nurses, physiotherapists), with Indigenous communities, with Indigenous affiliates and with the greater community in the region – Elyte Aims Fitness & Wellbeing will take pride in its partnerships.

At the core of the brand strategy is to uphold the moral fibre of Elyte Aims Fitness & Wellbeing, in an industry, which is based around 'image'. By remaining true to its brand values, Elyte Aims Fitness & Wellbeing is quickly developing an aspirational reputation as a leader in the field of health, fitness and general wellbeing.

Mission Statement

The Elyte Aims Fitness & Wellbeing mission statement is as follows:

"Elyte Aims Fitness & Wellbeing is dedicated to supporting the community – whether it be Indigenous communities or the greater community in the Hunter Valley region. Focusing on health and wellbeing through fitness and exercise, Elyte Aims Fitness & Wellbeing firmly believes that every individual deserves to feel and be at their best.

Elyte Aims Fitness & Wellbeing is committed to the long-term infiltration of their health and fitness services to the industry, creating an outlet for those who want to manage their lifestyles in a controlled and supportive environment.

*We value the place we will forge in the market and pride ourselves on our unique collaborative approach to our branding strategy. We are dedicated to achieving a high-standing profile within the market and providing quality products and services for all partners. Elyte Aims Fitness & Wellbeing will be **your** future for health and fitness."*

Elyte Aims Fitness & Wellbeing

Marketing Strategy

As part of a greater marketing strategy, there will be initiatives put in place to ensure brand positioning is at the forefront of all campaigns. Implementing highly targeted campaigns will achieve a high return-on-investment, increased client base, established market share and lucrative financial returns. To achieve this, Elyte Aims Fitness &

Wellbeing will invest a percentage of its revenue into further and future promotion of the brand as a new wave of health and fitness management.

The marketing strategy will be based on developing and implementing a mainstream and online marketing and promotional plan to establish and 'cement' the brand (Elyte Aims Fitness & Wellbeing) in all target markets. Engaging the services of professional marketing and promotional experts will ensure that all marketing and PR campaigns will be effective and provide the greatest return-on-investment. Targeted and high profile advertising campaigns as well as value-add promotional activities will be accompanied by a sound and far-reaching PR and brand awareness campaign.

The marketing strategy aims to achieve the following marketing objectives:

- Create a brand specific (Elyte Aims Fitness & Wellbeing) marketing plan.
- Build brand awareness for Elyte Aims Fitness & Wellbeing.
- Reach all markets through targeted promotion of products and services.
- Utilise media, PR and high profile endorsements to build brand awareness.
- Leverage networks to benefit customers/partners, extending industry reach.
- Develop and implement an online marketing campaign.
- Communicate marketing messages clearly and efficiently via the website, online advertising, targeted marketing programs, newsletters and PR campaigns.
- Become the top-ranked service provider within online search engine rankings.
- Establish word-of-mouth business to increase member up-take nationwide.

Marketing and Promotions

A strategic marketing plan has been developed to enhance efficiencies and ensure marketing activities are coordinated towards achieving a common goal. The key focus of the strategic marketing plan is to create brand awareness for Elyte Aims Fitness & Wellbeing in the region and allow for growth into other states. The objectives of the plan are to ensure that Elyte Aims Fitness & Wellbeing operates at optimal capacity and enable the business to operate profitably.

The Elyte Aims Fitness & Wellbeing marketing plan has been created in response to the business objectives, strategies and tactics outlined in this document. The marketing plan considers activities such as:

Brand Awareness

- Trade advertising.
 - Fitness magazines.
 - Sports magazines.
 - Newspapers – local and regional.
 - Trade magazines.
 - Brochures/fliers in health professional receptions.
 - Leveraging networks (Supply Nation).
- Radio advertising – TBA.
- Online advertising – large focus.
 - SEO.
 - Social media.
- Outdoor advertising.

- Train stations.
- Bus stops.
- Shopping centres.
- Shopping centres.
- Aquatic centres.
- Schools, universities.
- Community centres.
- Relationship marketing – direct contact with sporting clubs, corporates, Indigenous communities and potential clients.

Public Relations

- Press releases.
- Media coverage.
- White papers.
- Editorials.
- Endorsements from high profile people (through Riyaan's networks in sport)?
- Endorsements from success stories.

Database

- Creation of an enquiry database, captured through the website.
- Leverage the database to encourage word-of-mouth referrals.
- Ongoing communication with the database for feedback.

Direct Marketing

- Flyers delivered to industry partners – healthcare professionals, corporates and sporting clubs.
- Email marketing programs to the enquiry database (captured from the website).
- Launch activities for new centres.
- Direct mail to industry partners and their database.
- Direct marketing to fitness centres that do not offer Fitness & Wellbeing.

Online Marketing

- The Elyte Aims Fitness & Wellbeing website will be continually updated.
- Forums will create an online community.
- Email capture form included on the website to build database – link information or white paper.
- AdWords campaigns.
- Links to other associated sites.
- Search Engine Optimisation (SEO) to drive organic traffic to the website through all search engines.
- Claim Google Places pages (per centre of training).
- Optimise Google Places page reviews, photos and descriptions.
- Optimisation for mobile devices.
- Mobile Phone 'apps'.

Online Marketing

Given the key demographics of the business, social media is an integral part of the marketing strategy and gives significant mindshare in the marketing plan. The social media strategy has been considered by using the acronym POST:

P = People. Who are you trying to engage?
O = Objectives. What are you trying to achieve?
S = Strategies. What will it look like when you are done?
T = Technologies. What are the tools you plan to use?

The following is an overview of key social media tactics:

- Information and blogs.
- Twitter.
- LinkedIn.
- Facebook.
- Flying Solo.
- Social bookmarking.
- Strategic content – ever changing.
- Smartphone Apps.
- Links to social networking sites.
- Community development (discussion boards, forms, Q&A).
- SEO.
- Email marketing.

Further information of how these tactics are implemented and the expected results are outlined in the strategic marketing plan.

The strategic marketing plan focuses on establishing a strong marketing platform for Elyte Aims Fitness & Wellbeing to effectively bring together a coordinated program that increases brand awareness and associated market share. Of central importance is ensuring that marketing activities are planned and executed within assigned budgets to enable profitable returns from marketing spend. Testing and measuring of the effectiveness of different marketing tactics are critical to the development of a successful long-term marketing strategy.

Product Strategy

The product strategy is based around the provision of as many 'in community' services as possible. The goal is to become the 'go to' knowledge base when it comes to health and fitness. Core services are provided in many locations (park, beach, client premises, Fitness Centres) but the long-term focus is on creating Elyte Aims Fitness & Wellbeing Centres Pricing Strategy

The pricing strategy has been established to ensure that the Elyte Aims Fitness & Wellbeing brand has the greatest infiltration of the target market. Elyte Aims Fitness & Wellbeing will remain affordable, to ensure the greatest possible uptake by clients and industry partners.

Elyte Aims Fitness & Wellbeing pricing will position it in the middle of the market, but will deliver greater customer value through many service streams. Built into the cost are fully qualified personal trainers who will assist customers to achieve their goals and assist with delivering a quality service.

Elyte Aims Fitness & Wellbeing understands that in order to gain access to the largest possible percentage of the target market, the Elyte Aims Fitness & Wellbeing cost structure must remain steady and affordable, with a minimum of discounting to ensure brand integrity. Keeping in mind that price can be a determining factor when it comes to consumer acceptance, the pricing policy will ensure that fees charged will encourage committed participants to come forward, while not disheartening the general public by being out of reach.

Operational Strategy

Elyte currently employs 7 Industry Professionals across the Hunter Region.

The future of the business, the brand, the concept and acceptance and growth in the region is linked to the amount of operational support at hand.

As the business grows and revenue becomes more apparent and sustainable, additional resources are engaged, including:

- Personal Trainers – as employees, not subcontractors.
- Fitness centre staff.
- Customer service staff.
- Marketing and PR staff.
- Administration staff.
- Business development support.

Once hired, training and development (as below) is an important part of ensuring Elyte Aims Fitness & Wellbeing compliance and integrity of services.

Training and Development

The key initiative is to support the infiltration of the Elyte Aims Fitness & Wellbeing brand throughout the region and ultimately the state. Right from the beginning of the recruitment process, the goal is always to employ, motivate, support and manage industry-leading and highly functional support staff. Elyte Aims Fitness & Wellbeing focusses on supporting its employees to a standard that exceeds industry standards. This will ultimately result in Elyte Aims Fitness & Wellbeing becoming an industry-leading business model and the place to work for industry and fitness professionals.

Elyte Aims Fitness & Wellbeing is well aware of the need for general wellbeing of staff, and acknowledges that this must be of paramount importance to a productive workplace. Employees/staff are encouraged to embrace their career as a whole, and invited to participate in a number of professional development sessions that are available. Training and education is a key focus not just to ensure that Elyte Aims Fitness & Wellbeing operates with high quality staff, but also to encourage employee loyalty and career satisfaction. There is a strong emphasis on team building and an open-door policy to facilitate communication, strengthening teamwork and increasing the level of service provided. All employees are aware of their roles and responsibilities as well as well-formulated employee reporting structure.