Below are the 7 projects you and your group will be working on.

You will be competing against another team assigned to the same business. Your teams and businesses are as follows:

Makifit – Ironwood

Catherine Mahdi

Ryan Marc

Mohamed Hsibullha

Manjot Nisha

Harris Jordan

Russel Sean Fitness – Steveston

Irene Drucilla

Jaspreet Hassan

Teagan Nikki

Maanav Gurjot

Karamvir Alex

Like the tv show The Apprentice, each team will present the business with their projects and they will pick the best group’s work for each of the projects based on their business’ criteria.

I will be grading the projects as well based on the curricular objectives of Marketing which will form the bulk of your grade though.

The overall winning team will be getting bonus project marks in class and will probably be getting a two week gym membership (that has to be finalized).

1. Your group will conduct an internet search to get familiar with their assigned gym. This Thursday, Maki will meet with each of his assigned groups at the school during Block A for 10-15 minutes each (both groups will not be meeting him together but separately). Russel will do the same for his groups on Friday. For this project, each owner will evaluate his two groups based on their questions and preparedness to gain further knowledge of what the gym is looking for. You should read over the six other projects so that you can get some information for them at the same time.
2. Groups will create a website (that will not be published/live) using either Wix or Weebly. Groups will make a trip to their respective establishments and photograph/video things that you feel should be highlighted based on the information gleaned from the owner.
3. Groups will perform a SWOT analysis of your business. Strengths, Weakness, Opportunities and Threats. This is in report form. This will be based on your observations and in comparison to other similar businesses. Your group will also be visiting the other business’ gym to help you in this project. I will be teaching you how to do this through practice work.
4. Groups will create a Market Segmentation Profile for their gym/business which is basically an analysis of the typical customer. I will be teaching you how to conduct this in class.
5. The groups will conduct Market Research by creating appropriate online/in person surveys to existing and potential customers about the gym services. This is to presented in visual form.
6. The groups will create two social media sites (Instagram, Facebook, Snapchat, Twitter – based on what the owner is looking for). These might be live for a week but will be taken down as soon as evaluation is complete.
7. Finally, groups will create a 30 – 60 video for their respective gym.