



Memo Assignment

Business Communication  
COMM 205 Section M  
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Team 3

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**To:** Kevin Khayami, Owner of Orangetheory Fitness

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**Subject:** Post Workout Snacks and Meals Opportunities

The following interpretation will discuss how post workout snacks and meals are ameliorating the fitness industry. This analysis can be used to introduce this burgeoning fusion of separate market entities, during next month's strategic planning session.

### **Overview of Post Workout Healthy Snacks and Meals**

The gym, health, and fitness club industry is one of the most profitable, powerful, and persuasive industry in the world. As the rate of adult obesity is expected to grow at an annualized rate of 0.5% by 2022, Canadians of all ages are using the “gym to mitigate the detrimental health effects of obesity” (Ozelkan, 2017). The annual growth rate of this 3.1-billion-dollar industry is expected to increase by 3.1% in the next five years from 2.4%, through 2012-2017 (Ozelkan, 2017). People, generally, desire improved fitness alongside healthy alternatives, and providing these different services will attract attention and bring additional profit (Rodriguez, 2015). Studies have shown that feeding your body within 15-20 minutes after burning a substantial amount of calories will help revitalize your body (Barhum, 2018). With this possibility of exponential growth, experts from within the industry are beginning to realize the opportunity to provide post workout snacks and meals in order for each customer to get the absolute best from their workout.

### **Benefits of Post Workout Healthy Snacks and Meals**

Post workout snacks and meals, provided by the fitness club, will generate additional profit. Displaying different variety of snacks and meals near the entrance, will attract customers to the product which could lead to sales. Fitness clubs can maximize its spatial awareness by adding nutritional options to areas that were previously underused. In addition, Quebec has the second largest percentages of gyms, health, and fitness clubs in Canada (Ozelkan, 2017). This is an opportunity to expand client base. 37.8% of consumers are aged 34 and under (Ozelkan, 2017) and are trying to find a work-life balance. “53% of millennials said they value health more than any other category except family and 84% exercise at least once a week” (Frederick, 2015). Millennials' appreciation for community, and wellness, have created a new fitness culture (Weingus, 2017). Exposing these different services will attract millennials' attention and expand the company's customer base. Research has shown that “it is difficult for the body to recover energy levels [it must be] replenished within 15-20 minutes after finishing a workout” (Barhum, 2018). Each snack or meal provided will detail how much protein, carbohydrates, and fat they contain—along with calories and ingredients in order for the customer to know what they are ingesting (Bachman, 2017). Most importantly, meals and snacks will allow each customer to maximize their fitness.

In summary, post workout snacks and meals are marginalizing the gym, health, and fitness club industry. Fitness clubs can enhance their services by offering snacks and meals after the workout. This will increase the fitness centers profitability and earning potential by creating an additional revenue streams, expanding its customer base, and maximizing each customer's fitness.

## References

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