

Edgewater Athletic Club: www.edgewaterathletic.com

Value Proposition

Edgewater Athletic Club (EAC) is a neighborhood gym that is housed in Edgewater's historic Sovereign Hotel. The gym has transformed the grand ballroom into a unique place to work out. EAC's value proposition is that it offers its members unlimited use of assorted cardio workout machines, a junior Olympic sized swimming pool and a fully equipped weight room. Services offered at the gym include personal training, swimming lessons, aerobic classes, dance classes, massage therapy and towel service. The February 2013 edition of Chicago Magazine named Edgewater Athletic Club as one of the top 10 Gyms in Chicago. EAC is a business to consumer e-commerce website. EAC's main revenue model is based on selling memberships to their club. Customers are given the option to purchase memberships that suite their needs ranging from a one day pass up to a full year membership.

Competitors

Listed below are a couple of other local gyms which compete with Edgewater Athletic Club for customers.

- 1) Fitness Formula Clubs – www.ffc.com
Fitness Formula Clubs is a gym which offers many of the same services as Edgewater Athletic Club. Additional offerings include bootcamp workouts and mixed martial arts classes. This gym has 9 locations in the Chicagoland area. Its revenue model is selling gym memberships and offering classes for an additional fee.
- 2) Cheetah Gyms – www.cheetahgym.com
Cheetah gyms offer similar workout equipment and personal training classes at the Edgewater Athletic Club. The gym is smaller than EAC and does not provide any swimming facilities. However, this gym does offer babysitting for members while they are working out. Similar to the other neighborhood gyms, its revenue model is selling memberships and offering fee based services.

Channel Integration

The Edgewater Athletic Club's website's primary integrates with its brick and mortar establishment. Many services are offered at the gym. Nutritional counseling sessions are provided at the gym to help client looking to lose or gain weight. Massage Therapy is also available at the club for client's needing pain relief or tissue healing. Both personal and semi-private training sessions are available from world-class certified personal trainers. EAC allows anyone to join their mailing list where you can list your interest preferences. After joining the email list, EAC will periodically send out emails to provide you information specific to your interests.

Intended Customers

The primary customers of the Edgewater Athletic Club are adults ranging in age from 18 – 65 years old who are interested in healthy living and improving their quality of life. The membership cost to join EAC is moderate. A one year membership is currently \$599 a year. Many of EAC club members are working professionals who place value on having a clean, friendly, aesthetically pleasing place to exercise and

willing to pay a small premium for above average facilities. Their junior Olympic sized pool attracts customers who are more serious swimmers. The club always reserves a couple of lanes for lap swimmers.

Marketing and Advertising

The Edgewater Athletic Club's website contains a large graphic which provides a link displaying their "2013 Membership Specials". Many different membership options are presented to best fit the needs of their customers. Another selling point is that EAC will never charge an initiation fee to join their gym. EAC has also been featured in Chicago Magazine and Time Out Chicago as one of the top gyms in Chicago. Edgewater Athletic Club was also awarded Best Customer Service by the Edgewater Chamber of Commerce in May 2012.

Attracting Customers

Edgewater Athletic Club's website is used to engage and attract potential customers by presenting a clean and simple online experience.

- Impulsive: These customers are most likely people who have recently moved into the neighborhood and looking to quickly join a gym so that they don't miss a single workout. The website's home page lists the location and all the facilities/services that the gym provides. Membership fees are clearly listed so that the customer can immediately come down to the gym and sign up.

- Patient: These customers are not in a hurry to make a decision. They will browse the site to see what the gym has to offer and may come back to the site several times before making a decision on whether to join the gym or not. To attract patient customers, the website highlights membership specials and provides links on the home page to all the services available at EAC.

- Analytical: These customers will examine at every possible gym in their neighborhood before deciding which one is offering the biggest bang for their buck. They will gather as much information as possible about a gym by reading online reviews from third party websites such as Yelp. They will also come down to the gym to take a tour and examine all aspects of the facility. EAC caters to these customers by listing local magazines where their gym has been reviewed. Potential customers are also encouraged to come and take a tour of the gym from their friendly staff. Phone numbers and email address are clearly provided for those customers wanting to ask questions.

Website tools and features

Edgewater Athletic Club's website uses a simple two column format for presenting information about the gym to its potential customers. The navigation panel is located on the left hand side of the web page with specific content presented on the right column. There is no ability for members to login into the site. The website does not incorporate any Web 2.0 tools and the information presented is mostly static.

Placement and payment

Edgewater Athletic Club does not allow customers to purchase their memberships online. New members are required to physically go to the gym to sign up for a membership. Members are also required to sign up and pay for optional services at the gym.

Delivery

Edgewater Athletic Club does not sell any physical products. The value they provide to their customers is a physical gym for their members to exercise. Optional services such as personal training, swimming lessons, nutritional services and massage therapy are also provided at the gym.

Support

Edgewater Athletic Club provides customer support by listing email addresses and a phone to call to answer any questions about the gym. The gym also maintains a mailing list where anyone interested in the gym can join to periodically find out “what’s happening” at EAC.

Website Content

The website’s navigation panel is located on the left hand side of the web page. The links are organized in a logical manner with the most important links appearing at the top. Each service that the gym provides is clearly listed in the navigation panel. Content on the homepage emphasizes that Edgewater Athletic Club is one of the top gyms in Chicago. Scrolling to the bottom of the home page is required to see the facilities and amenities that the gym has to offer. Also, on the bottom of the left hand side of the page is the contact information of people who work at the gym.

Shopping Experience

Edgewater Athletic Club does a good job of clearly presenting what services are offered at the gym along with pricing. The website is designed to provide a utilitarian experience. The site concisely provides the user with important information on how and when to use the gym. For example, a pool schedule is provided to let swimmers know what to expect when they arrive to use the pool. If they wanted to swim without any kids being in the pool then they would use the pool when it was reserved for adult only swimming. This website would probably not have a lot of appeal to a customer who is looking for a hedonic shopping experience. There are not a lot of graphics used on the website that would delight the customer. However, each category in the website has a large image of attractive people working out. These images paint a positive image of the types of customers that frequent the gym.

Improve Customer Loyalty

Edgewater Athletic Club’s main demographic are professionals who are interested in joining a clean, well equipped, full-service gym. One improvement I would make would be to allow for gym members to sign into the web site. Having a personal account could give members the ability to pay for their memberships and to register for classes online. EAC could also offer specials to certain members to entice them to use some of their optional services. Another recommendation I would make to EAC would be for them to create a photo gallery of the gym facilities. Pictures of the cardio area, weight room, swimming pool and locker rooms would provide potential customers a positive impression and attract them to come down to the gym to sign up for a membership.