

Analyse Der Fitnessbranche Anhand Des Five-Forces-Modells (Paperback)



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is full of knowledge and wisdom Its been printed in an exceptionally easy way in fact it is simply after i finished reading this publication by which basically modified me, affect the way i really believe.

(Troy Dietrich DDS)

ANALYSE DER FITNESSBRANCHE ANHAND DES FIVE-FORCES-MODELLS (PAPERBACK)



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GRIN Verlag, 2017. Paperback. Condition: New. Language: German . Brand New Book ***** Print on Demand *****.Einsendeaufgabe aus dem Jahr 2017 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 0,9, Deutsche Hochschule für Prävention und Gesundheitsmanagement GmbH, Sprache: Deutsch, Abstract: Diese Arbeit analysiert die Fitnessbranche hinsichtlich der folgenden Kriterien: Preismanagement und Kooperationen - Strategische Analysemethoden - Corporate Identity - Digitalisierung. Zur Einschätzung der Marktattraktivität beziehungsweise der Durchsetzungsfähigkeit am Markt werden über das Five Forces-Modell die 5 Einflussfaktoren auf das Unternehmen analysiert. Damit kann die Verhandlungsmacht des Unternehmens bestimmt werden. Zu den direkten Mitbewerbern der Fitness First GmbH zählen vor allem Fitnessketten, die sich ebenfalls im höheren Preissegment ansiedeln und eine hohe Serviceorientierung aufweisen. Dabei sind zum Beispiel INJOY und Holmes Place aufzuführen, zum einen unterliegen sie der gleichen Preis- und zum anderen der gleichen Unternehmensstruktur (z.B. großes Kursangebot, Personal Trainings, Serviceleistungen, Qualität etc.). INJOY bietet beispielsweise mehrere Sub-Brands, die sich genau wie bei Fitness First auf unterschiedliche Zielgruppen ausrichten und im Preis stark variieren können. Diese ähnlichen Merkmale machen einen Rivalen zur direkten Konkurrenz. Billiganbieter wie McFIT stellen hier eher weniger Bedrohung dar.



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