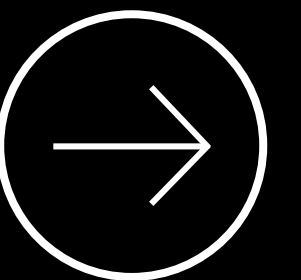


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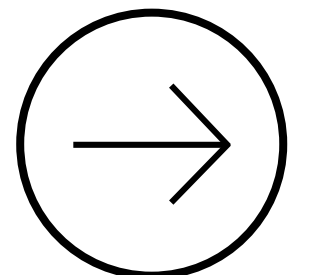
# Corporate Social Responsibility



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# Selected Business

## Personal Fitness Trainer



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# Business

# Description

**Business Overview:** Elevate Physical is a leading personal exercise company that emphasises delivering individualised wellness solutions to its clientele.

**Mission:** Recognising that every person's fitness objectives are one of a kind, the company has made it its mission to motivate and instruct customers as they work towards achieving their own health and wellness objectives.



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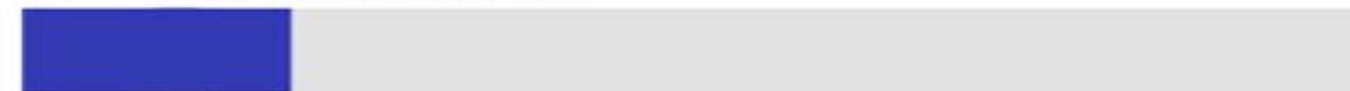
# Contd.

## Personal Training Business Model

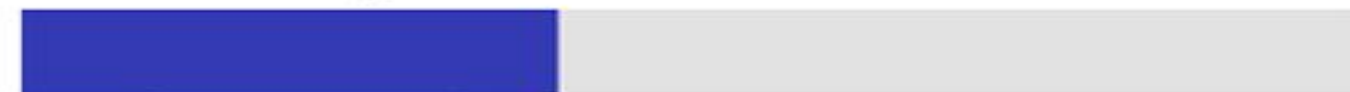
### Template Program



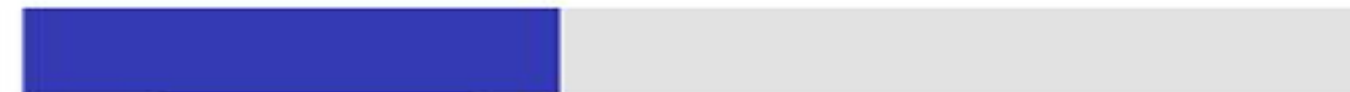
### In-Person Group Classes



### Fitness Challenge



### Online Group Training



### Semi-Private Personal Training



### Online Personal Training



### Hybrid Personal Training



### Traditional Personal Training



Price →

**Services Offered:** Elevate Fitness caters to a wide variety of fitness demands by providing individualised training programmes, dietary counselling, fitness sessions in a group setting, and online mentoring.

**Client-Centric Approach:** The company sets itself apart from competitors by emphasising the need of developing genuine connections with customers in order to better understand their objectives, difficulties, and preferences.

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# Contd.

**Trainer Partnership:** Trainers at Elevation Exercise operate as partners in their customers' fitness journeys, giving continuous support, motivation, and professional guidance to create a good and encouraging experience for their clients.

**Success Stories:** The company is quite proud of its clients' achievements, which highlight substantial changes and serve as motivation for others to begin their own fitness journeys with self-assurance.



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# In-Depth Research



## Legal Considerations:

Ensure that you choose the correct kind of legal structure

- Personal trainers for fitness are required to hold the appropriate credentials.
- Conceive all-encompassing client accords and release forms for liabilities.

## Financial Considerations:

- Create a comprehensive budget that accounts for both start-up and ongoing costs.
- Come up with pricing that is both lucrative and competitive.
- Obtain the essential insurance coverage to safeguard both your property and your legal responsibilities.
- Be aware of your tax responsibilities and fulfil them.

# Contd.



## Operational Aspects:

- Determine a site for the company that is easily accessible and advantageous from a strategic standpoint.
- Make an investment in high-quality exercise equipment and make use of technology to increase productivity.
- You should seek for skilled and licenced trainers who place an emphasis on continuing their education.
- Build your brand by putting into action a variety of marketing strategies.

## Corporate Social Responsibility (CSR):

- Make the health and happiness of your clients your first priority by providing workout programmes that are both secure and efficient.
- Participate in activities held in the community and form connections with other organisations.
- Put in place environmentally responsible procedures for the buildings and the machinery.
- Place an emphasis on the health and happiness of your workforce by providing equitable pay and a positive working environment.

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# Contd.

## Community Engagement:

Work together via the community at large by holding fitness events, seminars, and forming partnerships;

- Make fitness courses accessible to underprivileged people at a price they can afford or provide them for free.

## Sustainability Practices:

- Minimise waste, preserve energy, and obtain items that adhere to ethical standards
- Put in place environmentally friendly buildings and equipment.

## Corporate Social Responsibility (CSR) and Sustainability Insights





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# Contd.



## Employee Well-being:

- Make the health and happiness of your workforce a top priority by providing chances for ongoing growth in their careers and competitive pay.
- Establish a cooperative atmosphere at work in order to raise levels of job satisfaction.

## Overall Well-being Focus:

Assist significantly to the good health and joy of clients via exercise programmes that are reliable and efficient.

- Place an emphasis on taking an all-encompassing approach to the welfare of both clients and the wider population.

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# Contd.

## Strategic Marketing:

- Take use of the many social media channels in order to foster community participation and brand development.
- Establish a powerful presence for your business in order to bring in new customers and keep the ones you have.

## Professional Advice:

- For over time conformity and success, obtain the assistance of professionals in the fiscal, legal, functioning, & CSR elements of your business.



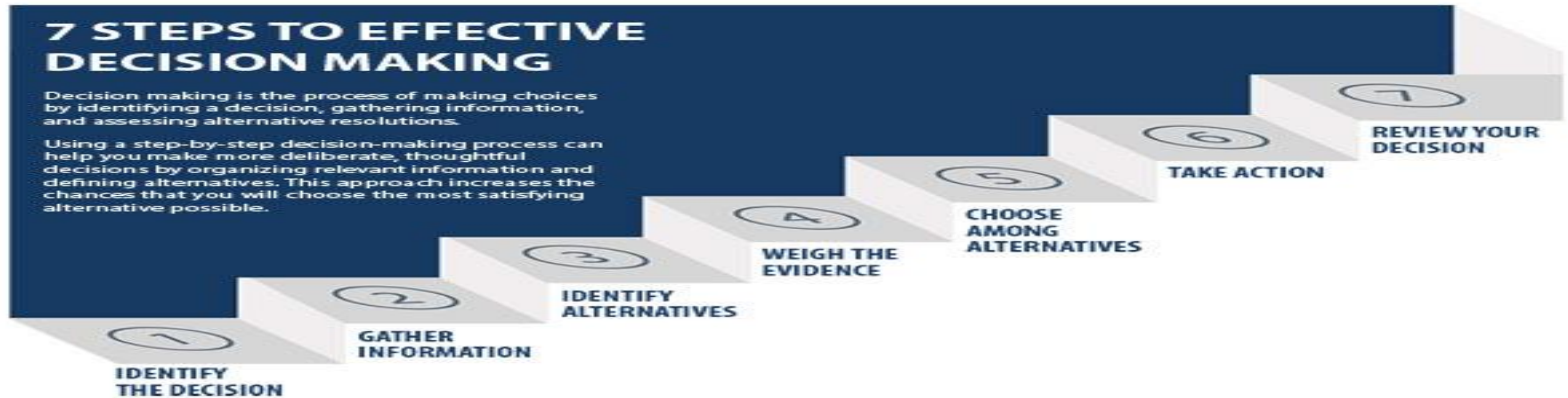
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# Decision-Making

**Market Demand:** According to recent findings, there is a rising desire for individualised services provided by fitness centres, which is in line with customer preferences for individualised approaches to health and wellbeing.

**Corporate Expertise:** The firm is in a strong position to join the market for personal fitness trainers by capitalising on the resources and expertise that are already in place within the field of health and wellness.





# Contd.

**Brand Extension and Diversification:** The business of private trainers presents a chance for corporations to expand their products, which may result in the attraction of a larger audience or the facilitation of cross-promotion.

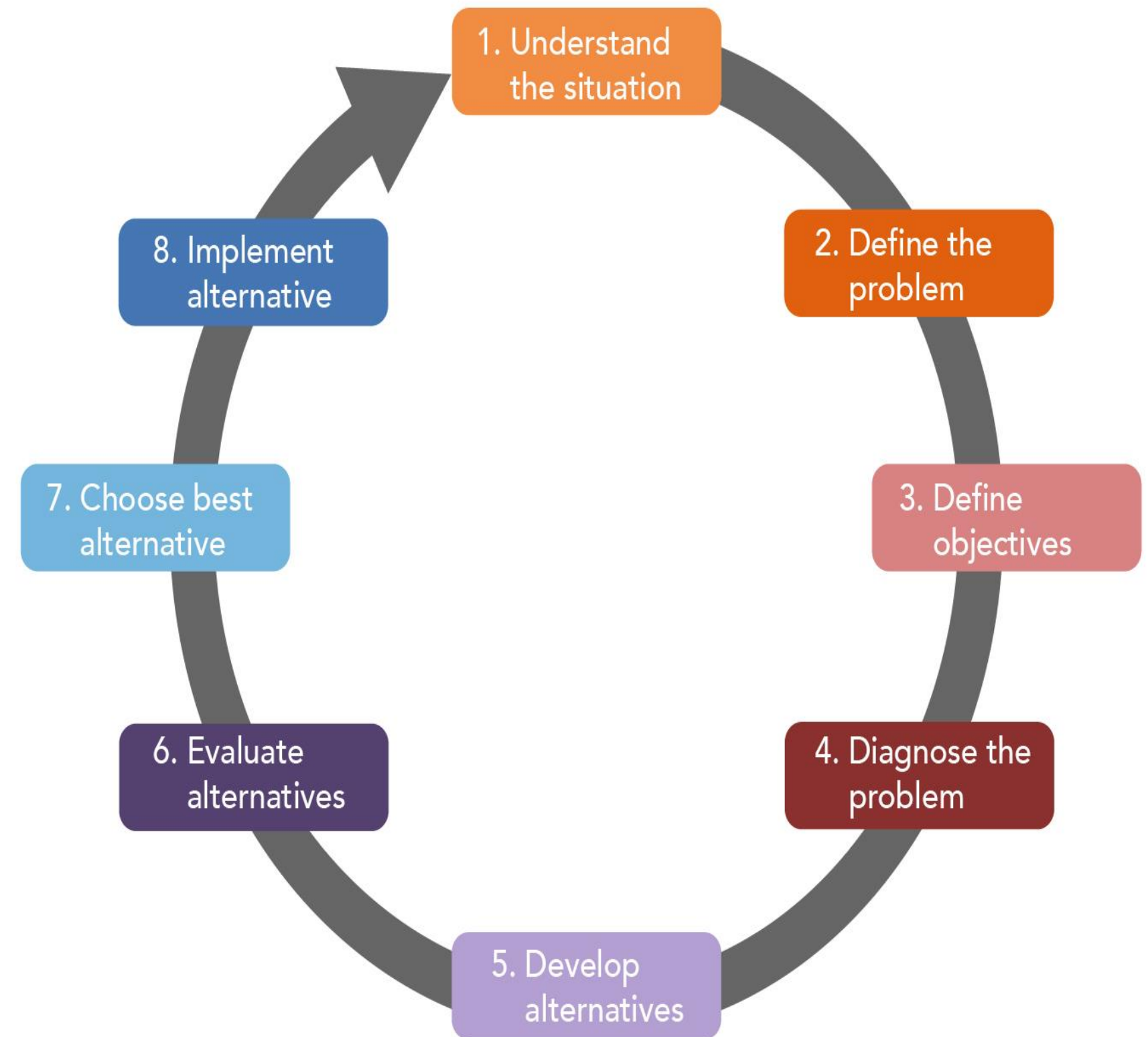
**Adaptability to Industry Trends:** The company concept is in accordance with the latest industry developments, such as distance learning and virtual training, which will ensure its continued applicability and performance in the ever-changing market.

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# Contd.

**Alignment with Corporate Values:** The corporation's dedication to encouraging wellness and physical activity, which helps to strengthen the corporation's brand, led to the company's decision to pursue the freelance health trainer industry.

**Strategic Decision:** Qualities, as well as a dedication to offering solutions that take a comprehensive approach to health. In general, the choice to join the industry of providing personal fitness trainers is strategic, as it capitalises on current market trends and corporations



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**THANK YOU**