

BTEC National Level 3 Business

PRACTICE ASSESSMENT

Unit 2 Developing a Marketing Campaign
Part A



Part A

Set Task Brief

You have been asked to write a proposal for a **marketing campaign** for a small independent **fitness business** who are looking to **diversify by offering classes for new mums to exercise with their babies.**

You are required to independently research and **analyse the market for health and fitness** prior to the supervised assessment window.

Your research should include **primary** and **secondary data** relating to:

- **competitors**
- **market size, share and structure**
- **target market**
- **trends**
- **external influences**

You should research at least one marketing campaign related to the market for health and fitness and its associated costs. You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should include:

- **costs**
- **timescale**
- **media used**
- **message communicated**
- **marketing mix**
- **appropriateness of the campaign**

You should take into consideration the validity and reliability of the data that you collect.

You do not have to produce the promotional materials.

You will be allowed a maximum of six sides of A4 of your individually prepared notes to support you during the supervised assessment.

You are expected to spend approximately six hours on this research.

Part A

Set Task Information

The Market for Health and Fitness

The Health and Fitness industry in the UK has experienced strong growth in recent years, with 2016 seeing an increase in the number of fitness businesses by 4.6% and an increase in the overall market value of 6.3% to an estimated £4.7bn. More people than ever are joining gyms, and now 1 in every 7 people in the UK is a member of a gym.

The growth of this market is largely being driven by low cost gyms, offering more flexible memberships and opening times that suit a busy lifestyle. Low cost gym providers now account for 35% of the overall market.

Research into customer motivations shows that over half of members (54%) have joined their club to improve general fitness and health, 44% have done so to lose weight or tone up. One in four (26%) say they are looking to relax or de-stress and 14% are looking to meet people and socialise.

While the fitness market is dominated by large national chains, there is a growing trend for specialised fitness classes and gyms that are gaining popularity across the UK.

