

## Research on the Development Characteristics and Management Model of Commercial Fitness Club Based on Information Platform

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**Abstract:** Since the establishment of our country's first commercial fitness club, its industry has developed rapidly, and has made considerable progress in the type, scale and management mode of operation. Commercial fitness clubs generally implement membership system, and their service products consist of core products, expected products and extended products. Under the strong development trend, many founders of commercial fitness clubs are concerned about maximizing profits, without considering the future development line of enterprises. Internal management is a key factor in the success and development of modern enterprises. Effective internal management for health clubs is also an important factor affecting their sustainable development. This paper analyzes the current situation of China's commercial fitness club management based on information platform. Suggestions and suggestions for the development of commercial fitness clubs in China. At the same time, I hope to promote the improvement of the relevant regulations of the health club business.

### 1. Introduction

With the improvement of people's material living standard and the demand for health, people will pay more and more attention to the value of sports. Sports activities have gradually become a way of people's life [1]. Many commercial fitness centers or fitness clubs have emerged with the market demand. Some business people are eager to move from other industries to the fitness market of sports industry [2]. Business fitness clubs are designed to meet the needs of the public in pursuit of physical and mental health, and provide paid service institutions with fitness courses as the main carrier. Sports industry as a new industry, there is a serious lag in market regulation, a serious shortage of managerial personnel and most investors have blind investment [3]. At present, the fitness market is mainly represented by a fitness club. Participants are often joined by members. After a certain fee is paid, the relevant fitness activities are carried out under the guidance of the instructor. The core of organizational culture, that is, the value concept, is the common belief in business and the principle of business management [4]. The membership management model has been greatly developed. At the same time, chain operation is also one of the main modes of operation adopted by most clubs.

Commercial fitness clubs have entered a new stage of development, and many studies have confirmed that the current commercial fitness clubs are characterized by increased business volume, scale expansion, grade improvement, and diversified business projects. The accumulation of market experience requires a process [5]. China's sports fitness market management is in an imperfect primary stage, and there must be many problems. People face a fast-paced, high-stress lifestyle that forces people to have strong demands for health. Under the strong development trend, many founders of commercial fitness clubs are concerned about maximizing profits, without considering the future development line of enterprises. Organizational culture is the correct value orientation of enterprises. The construction of organizational culture in the early stage of the establishment of commercial fitness clubs will greatly affect the trend of future enterprises and organizational culture [6]. The cultivation of organizational culture has never been paid attention to, and there are still misunderstandings in the understanding of organizational culture [7]. It is necessary for the government to exert its macro-control function, manage the sports fitness market and standardize market behavior and market order. In order to create a good market environment and safeguard the legitimate rights and interests of operators and consumers.

## 2. Design of the Chip Kick Mechanics

Organizational culture is gradually formed after years of development and constant change, and it takes time to accumulate. The longer the organization is established, the more mature the organizational culture. However, as the sports industry is an emerging industry, the development of the commercial fitness market is still in an early stage, lacking effective market management. Many investors are blindly investing in the lack of investigations in the market [8]. Corresponding to the amateur sports club, the professional sports club refers to the positional choice of the club commercial fitness club composed of professional athletes and qualified to participate in the national professional team league, and its business performance has a direct relationship with the commercial fitness club. The positioning of the target population determines its address selection [9]. Many consumers still do not go out of their offices or families, and many of them exercise is limited to housework and bicycling or walking on the way to and from work. It is one of the decisive factors for the rapid and stable development of fitness clubs to have specialized personnel in the management of fitness market. Some fitness clubs set up chain fitness clubs in different locations in order to expand their own consumer groups in pursuit of investment interests. They recruit a large number of fitness members and consumers. After a period of operation, they relocate for some reason.

In the case of little difference in hardware matching, the quality of personnel, service awareness, matching services and other aspects will bring different feelings to consumers. Table 1 shows the results of the survey on the status of fitness club coaches holding certificates.

Table 1 Fitness club coach holds certificate

| Certificate category                        | Holding proportion (%) |
|---|------------------------|
| Asian Physical Fitness                      | 72.5                   |
| Fitness instructor                          | 68.9                   |
| Professional qualification of fitness coach | 52                     |

Internal management is the key factor for the success and development of modern enterprises. Effective internal management is also an important factor affecting the sustainable development of fitness clubs. Investors boldly take such unreasonable measures to conduct market behavior in pursuit of interests. Generally, investors will not compensate and refund consumers. Many consumers lose convenient fitness services and voluntarily withdraw from fitness services. In order to achieve scale benefit, chain operation must use more brains in the establishment of branch stores. In a suitable geographical environment, the establishment of a suitable number of branches, which can expand the visibility of the company. In the competitive situation of the club towards humanization, the level of service will play a more important role than the hardware facilities. The business fitness club can provide customers with a warm fitness service environment, paying more attention to integrity and paying attention to customer satisfaction, but lack of communication and lack of means to resolve conflicts. Clubs should work hard on internal management and environmental design. Continuously improve service levels, reduce indoor noise during peak hours, and design soothing, light background music. In order to achieve the purpose of pleasure and body and mind.

## 3. Business Concept of Commercial Fitness Club

Due to the lack of strong market management and effective government regulation, many sports market resources are unreasonable, and even lead to vicious competition between the clubs in the concentration area to protect their own investment interests. At present, most commercial sports and fitness clubs lack the humanization of membership management, lack of responsibility for the management of members, and only pay attention to the short-term interests of the club itself [10]. The service of the fitness club is crucial for the residents. The quality of the business fitness club manager determines the quality of the commercial fitness club itself. It is the responsibility of the club's managers to use their actions to create a good environment and encourage employees to

accept the required organizational values at work. Building the brand in the customer's mind is a long-term project, which requires enterprises to practice step by step on the marketing road. With consumers as the center, providing cooperative products as the basis, high-quality services and good end-user communication.

Lack of managerial personnel and senior service personnel, lack of market experience of investors, and imperfect administrative mechanism, all of which need to be accumulated and perfected in practice. To explore the distribution of gender, age and education level in different positions of employees of commercial fitness clubs, cross-tabular analysis was used, as shown in Table 2.

Table 2 Business Fitness Club Staff Position and Gender Cross-tab

| Gender | Supervisor (%) | Full-time coach (%) | Part-time coach (%) | Staff (%) | Others (%) |
|--------|----------------|---------------------|---------------------|-----------|------------|
| Male   | 21             | 26                  | 8                   | 3         | 4          |
| Female | 7              | 18                  | 6                   | 4         | 3          |

Regulating the order of the fitness market and maintaining a good market investment environment are important guarantees for the healthy development of the fitness industry. There is often a structural relationship of mutual penetration and mutual support between club members and club organizations. To expand the sales volume of products and increase the market share of products, the scale benefit of chain operation cannot be ignored, which is the key issue that must be paid attention to in the development of chain operation. In every step of the construction of competitive advantage, we should meet and surpass the material and psychological needs of consumers. Constantly put the consumers' desired and valuable consumption into the hearts of consumers and strengthen consumer loyalty. The team of professionals in any field is a key force, they determine the maturity and quality of development in a certain field. The information resource platform is also a prerequisite for the administrative department to improve management methods and means and to exert effective management capabilities. Therefore, the construction of information resource platform has important practical significance for the development and management of the sports fitness market.

#### 4. Conclusion

The organizational culture construction of commercial fitness clubs is still in its infancy, and needs to be further improved in grasping the actual power structure of the organization, improving the loyalty of the members of the organization to the organization, and coordinating the relationship between the members of the organization. There is insufficient communication between the development strategy and business philosophy of commercial fitness clubs, and there is a conflict between organizational culture and corporate management mechanisms. Efficient and enforceable legal protection is fundamental to the sustainable development of health clubs. The club can improve the coach's fitness coaching skills and service levels by developing reasonable management and training programs to improve employee loyalty and consumer satisfaction. Clubs can set prices at different levels according to different time periods and objects to expand the scope of their sales targets. In the chain operation of fitness clubs, the core marketing mode should be established, the management function of headquarters should be strengthened and the unified principle should be established in the process of chain operation. On the basis of guaranteeing the same service quality, we should try our best to reduce costs so that more consumers can join the fitness ranks of commercial fitness clubs. Let fitness become a part of people's daily life, the idea of lifelong sports can be realized, and adapt to the needs of people at different levels.

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