



## Area

Services -  
Entertainment

## Level

4, 5

## Topics

Entrepreneurship,  
project management  
Economic-financial  
management  
Marketing Service  
Operation  
management

## Modality

Competitive

## Time

Between 24 and 48  
hours

**FitnessGym** plans a entrepreneurship challenge for a new sports center. Participants must apply a systematic and rigorous process of designing and planning a new business.

The process takes place in two phases:

• **Plan:** Design the business, looking for a differentiated model of the competitors, taking as a fundamental reference the market and setting the decision criteria in the key areas of investment and management in the following aspects:

- Location selection
- Center design
- Service and organization
- Marketing and sales
- Occupation and Income
- Results and financial management

Plan in detail the business, the priority management policies, the necessary investments and analyze the financial needs together with the expected profitability. All this to be able to evaluate through a thorough economic-financial analysis the viability of the proposed project.

At the end of this phase, participants will have a 3-year business plan that will reflect their strategy and business estimates.

• **Compete:** Manage the center for several years, in an environment of high competition and demonstrate that the designed sports center is competitive and that it achieves the defined objectives and forecasts.



In the event that business expectations are not met, participants must promote actions to improve results and adjust expenses. They must also be attentive to the financial structure of their centers and review the selected financing model. The simulator offers information on the results obtained in different financial ratios and profitability parameters of the project.