

The Gym Website Group 5



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Instructions

Nowadays, more and more people began to work out. Some of people in order to improve their health and technique, they need to buy some fitness product such as protein powder, fitness gloves, creatine, etc

But...

1. Few of domestic gym sales their own brand product.
2. Few of gyms operate E-commerce.
3. Few of gyms use their own website to communicate with member.
4. Fitness hobbyist just go online platform to buy fitness product such as Yahoo shop, Taobao, etc.
5. Members can only use rarely methods to communicate with the gym such as phone, physical shop.



Inconvenient
No efficiency
No business value

Motivation and goal

We construct a gym website to provide member and manager communicate with each other. And provide the gym shop to sale fitness product in website. We believe in that E-commerce can bring lots of business value and improve business process to current domestic gym situation.

A key successful case: Genghis Khan(成吉思汗) Gym



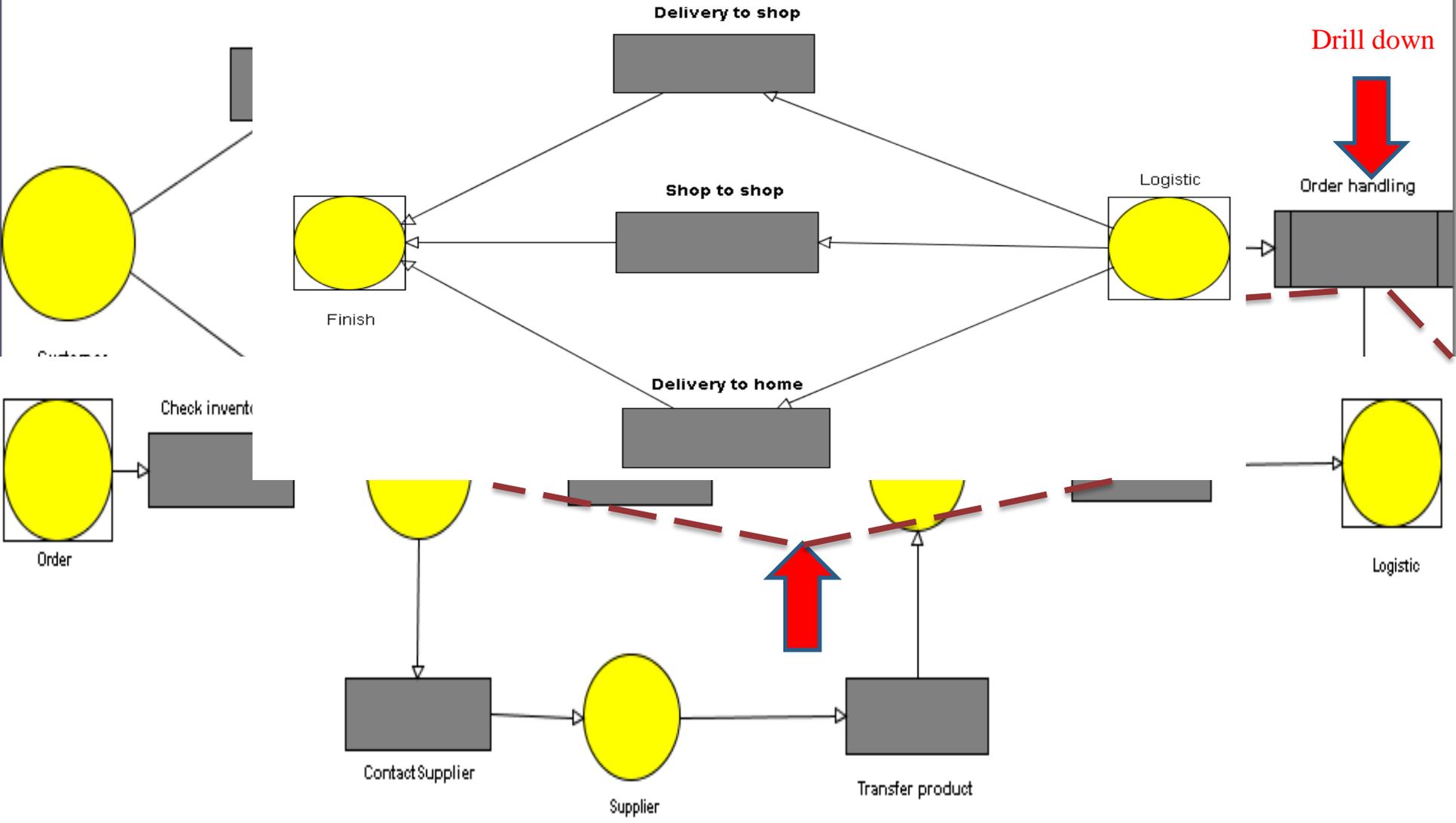
Section Outline



1. As-is and To-be model
2. Compare simulation result
3. ER-Model
4. Display website function
5. Conclusion



As is Model





To - b e M o d e l

Simulation



1. As is model result

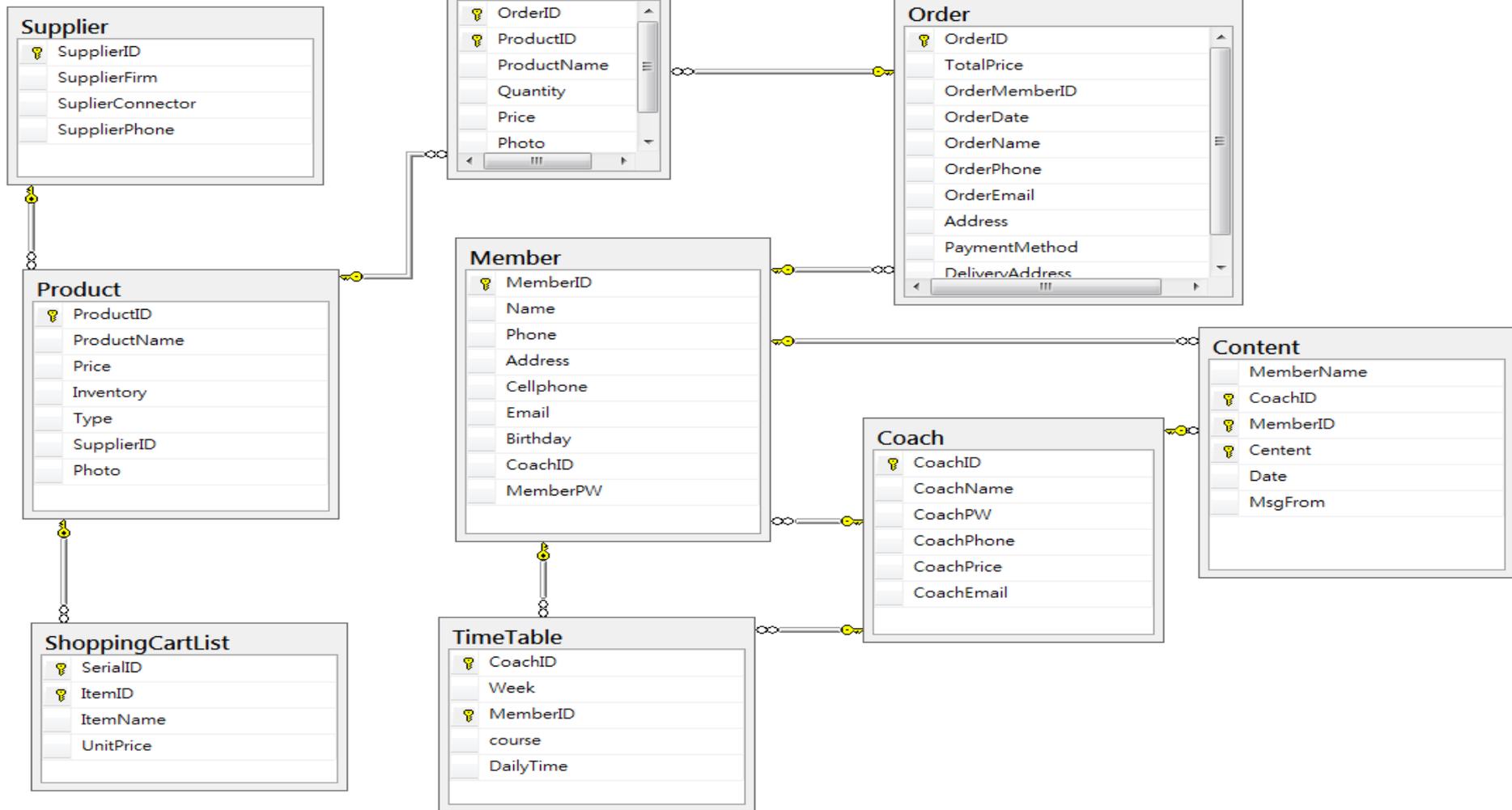
Order handling4: Chart		Distribution5: Overview		Distribution5: Chart		Resources		Resources Chart	
Gym (as-is): Overview			Gym (as-is): Chart			Order handling4: Overview			
Activities			Count	Execution Costs (1)	Resource Costs (1)	Value Added (1)	Times (Hours)		
Physical shop			5	375	0	0	2.5		
Phone			15	300	0	0	2.5		
Order confirm			20	40	0	0	0.333		
Order handling			69	1,646	0	40,000	13.717		
Distribution			20	2,400	0	0	20		
Sum			129	4,761	0	40,000	39.09		

2. To be model result

Orderhandling: Overview		Orderhandling: Chart		Distribution6: Overview		
Website: Chart		Create order: Overview			Create order: Chart	
Gym to be model: Overview		Gym to be model: Chart		Website: Overview		
Activities	Count	Execution Costs (1)	...	Value Ad...	Times (Hours)	
Physical shop	2	150	0	0	1	
Phone	4	80	0	0	0.667	
OrderConfirm	6	12	0	0	0.1	
Shopping	7	0	0	0	1.167	
Payment	13	78	0	45,500	0.65	
Website	14	0	0	0	0.817	
Create order	14	0	0	0	0.233	
Orderhandling	30	504	0	0	4.2	
Distribution	13	1,230	0	0	10.25	
Sum	103	2,054	0	45,500	19.083	

ER-Model





Website Function

The background is a dark blue gradient with a bokeh effect of golden circles. Scattered throughout are white stars and snowflakes of various sizes, creating a festive, winter-themed atmosphere.

Conclusion

The background is a dark blue gradient with a bokeh effect of golden circles. Scattered throughout are white stars and snowflakes of various sizes, creating a festive, winter-themed atmosphere.

1. The Gym can operate business through E-commerce.

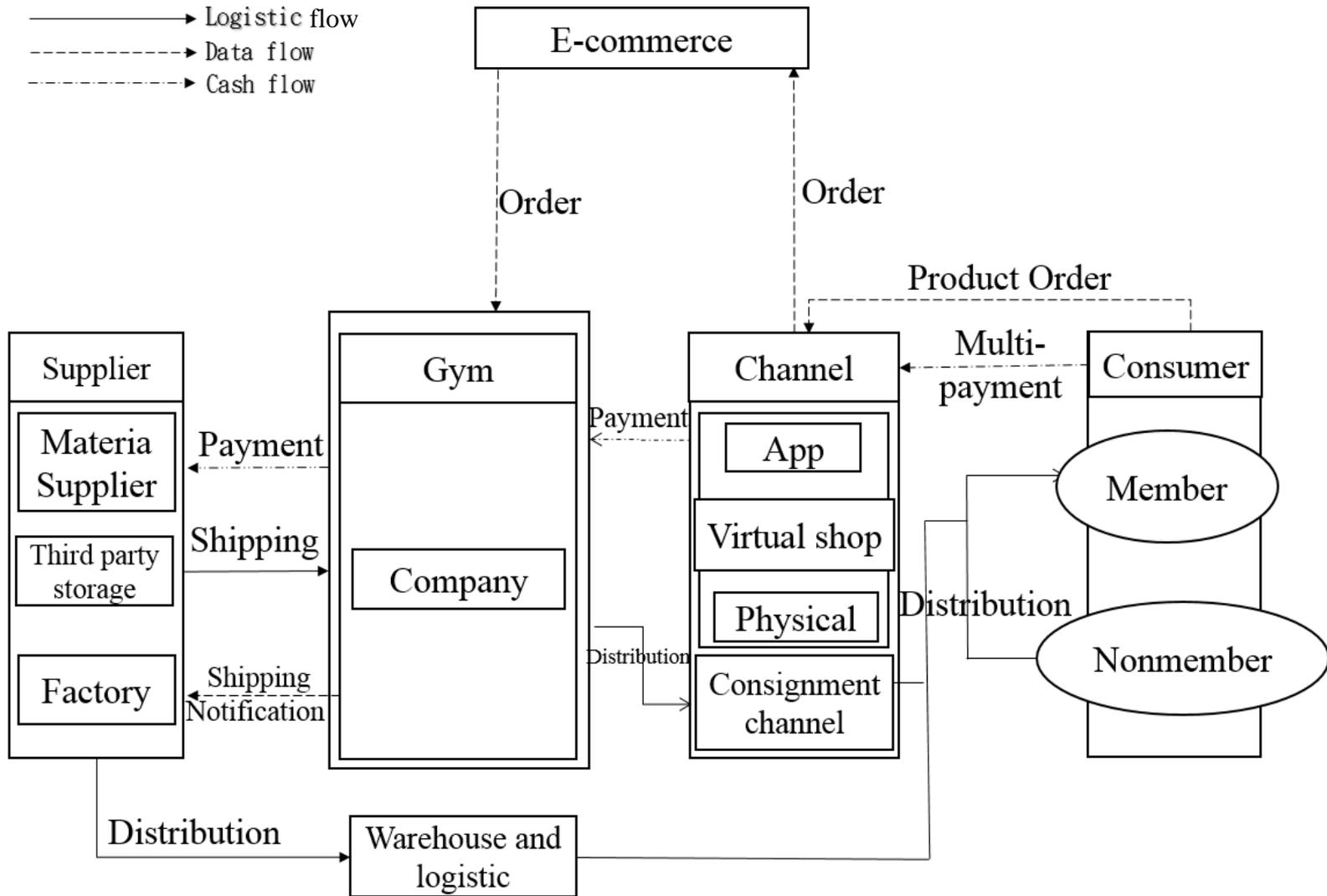
2. The fitness lover will be more convenient to buy product or communicate with Gym manager.

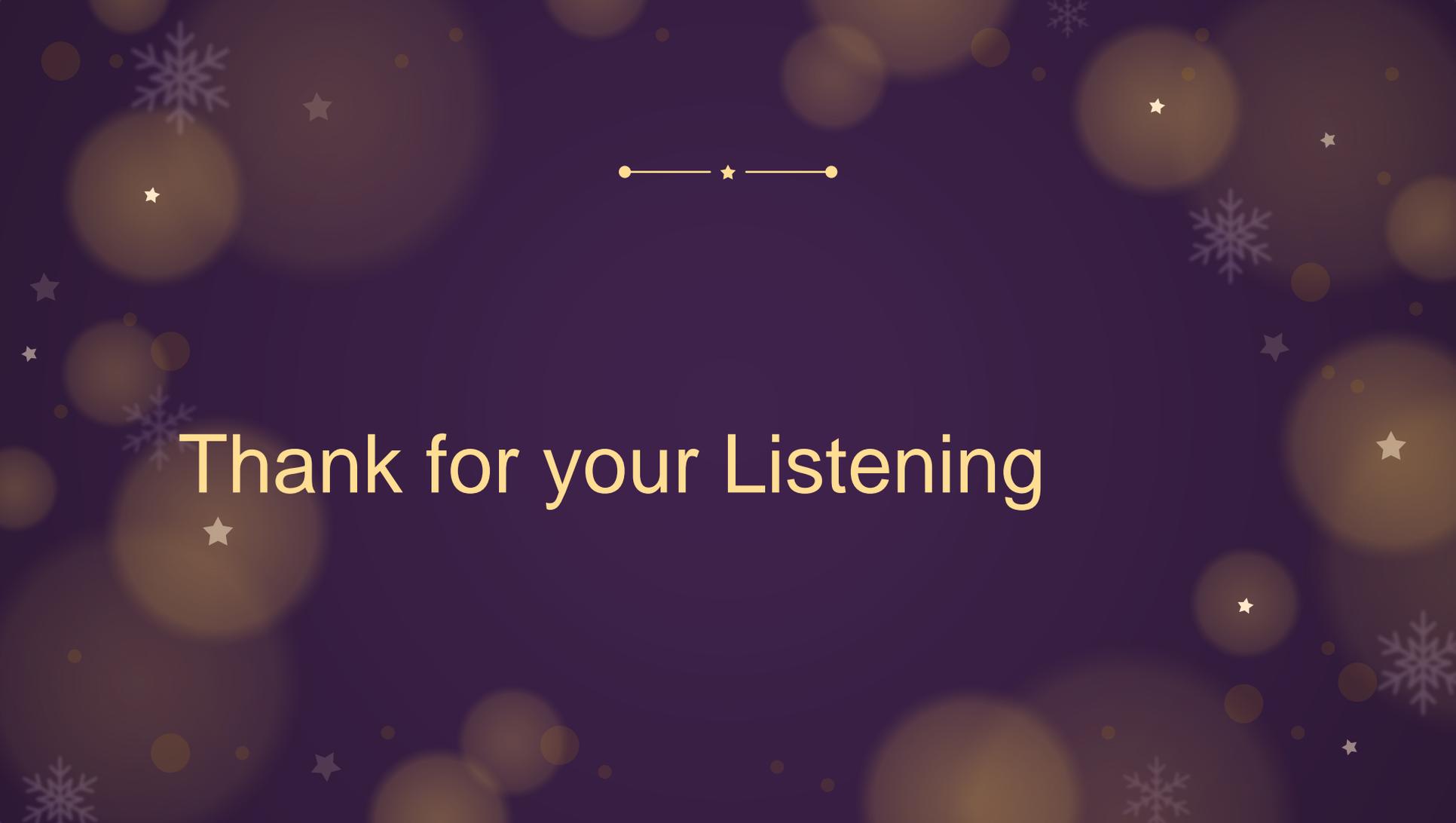
3. The Gym can use promotion or innovation technique to improve add-value.



4. The Gym will operation model will be changed.

- > Logistic flow
- - - - -> Data flow
- - - - -> Cash flow





Thank for your Listening