



# The Gym Website Group5



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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, etcs.
- 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

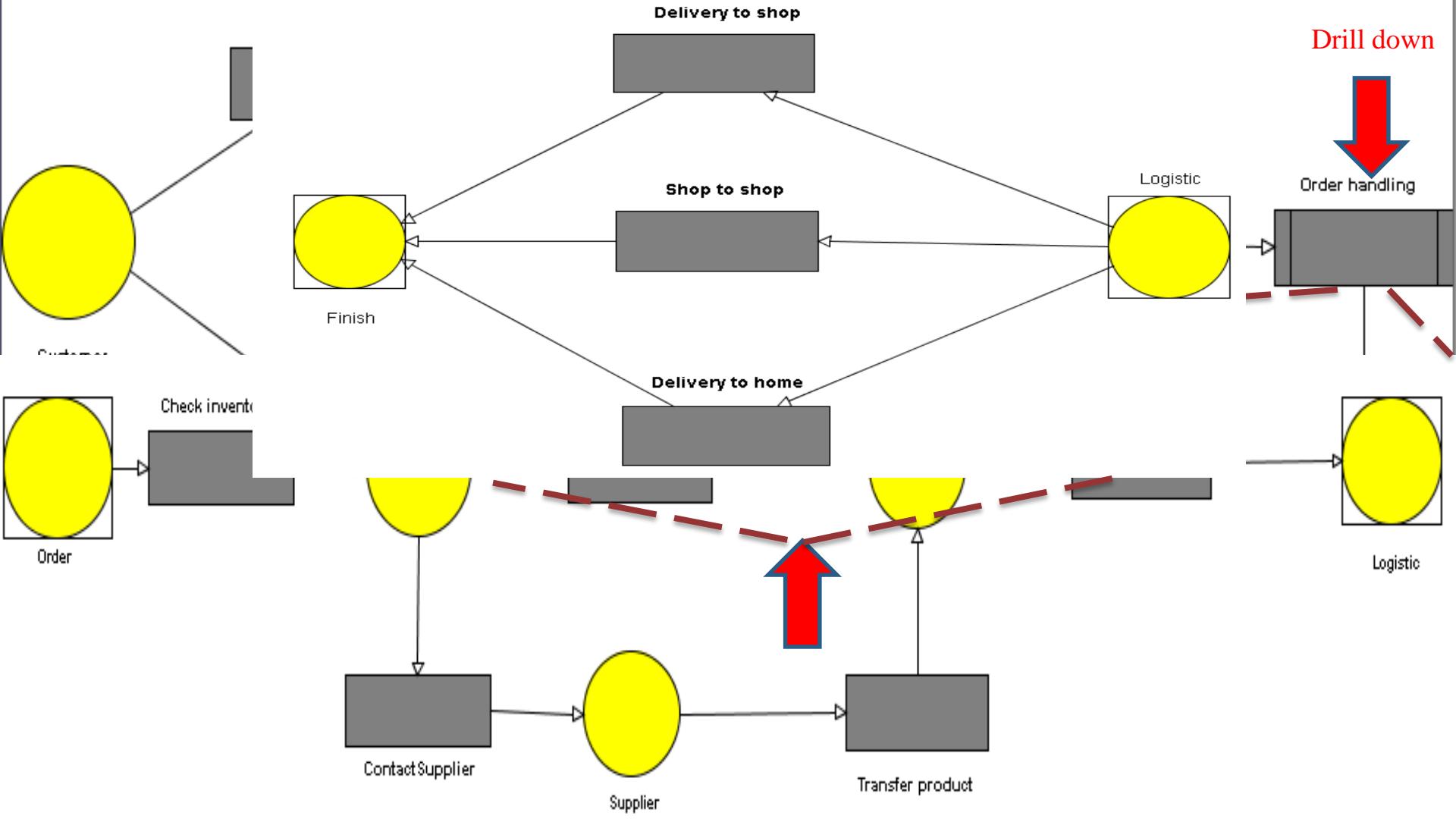


# ★ Section Outline

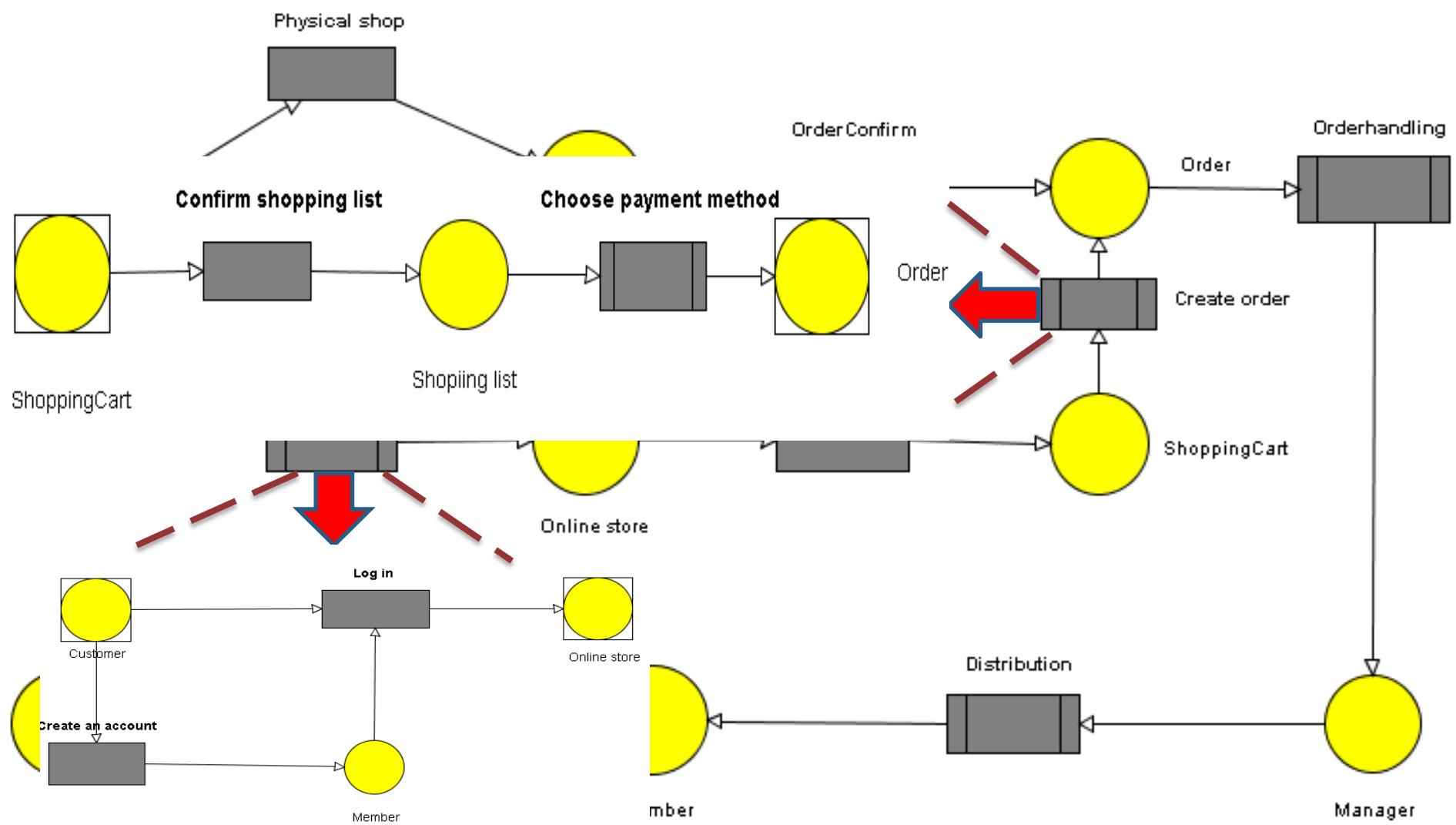
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1. As-is and To-be model
2. Compare simulation result
3. ER-Model
4. Display website function
5. Conclusion

# As is Model



To - be Mo del



# Simulation

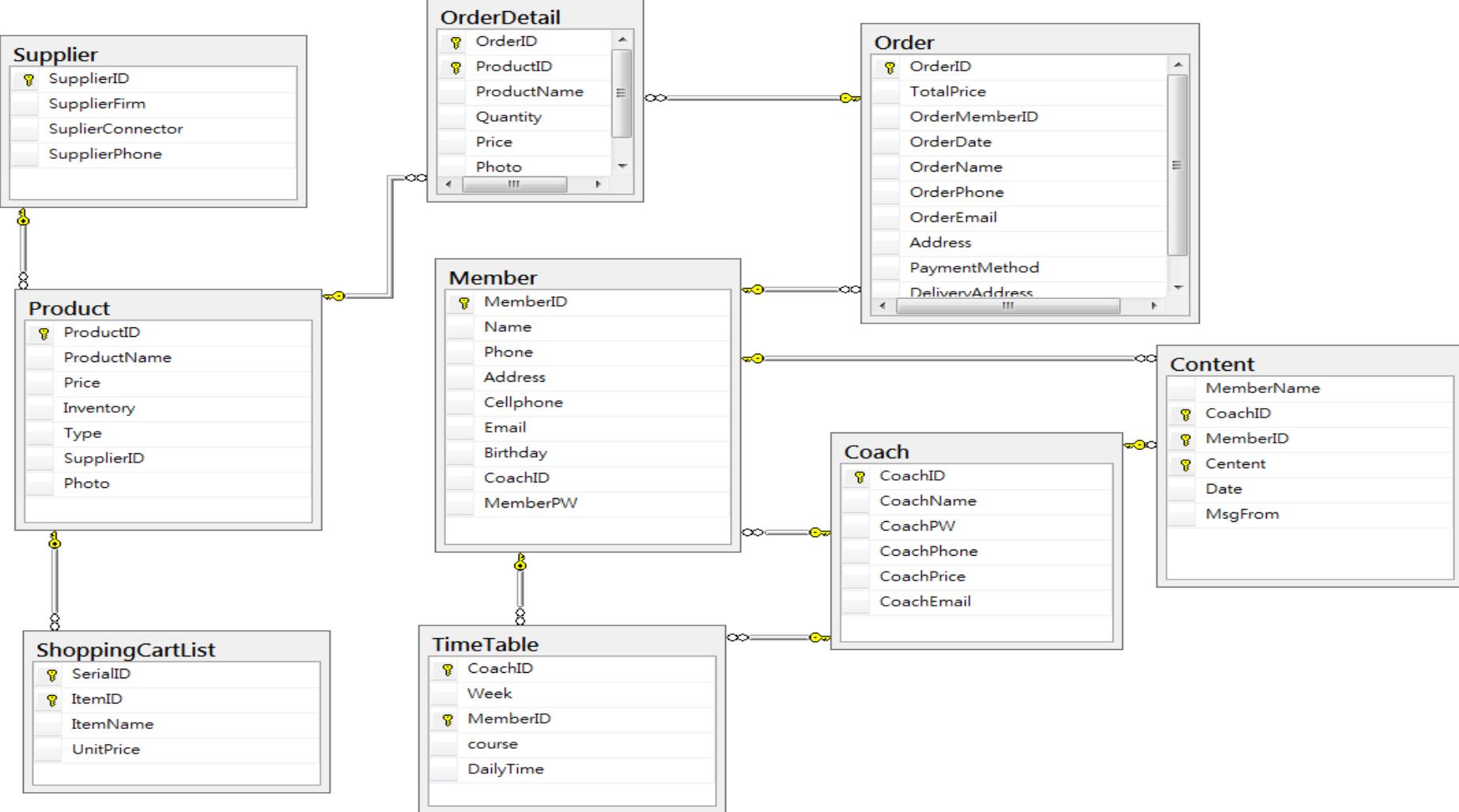
## 1. As is model result

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
<b>Sum</b>		<b>129</b>	<b>4,761</b>	<b>0</b>	<b>40,000</b>				<b>39.083</b>

## 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
<b>Sum</b>	<b>103</b>		<b>2,054</b>	<b>0</b>	<b>45,500</b>		<b>19.083</b>

# ER-Model



# Website Function

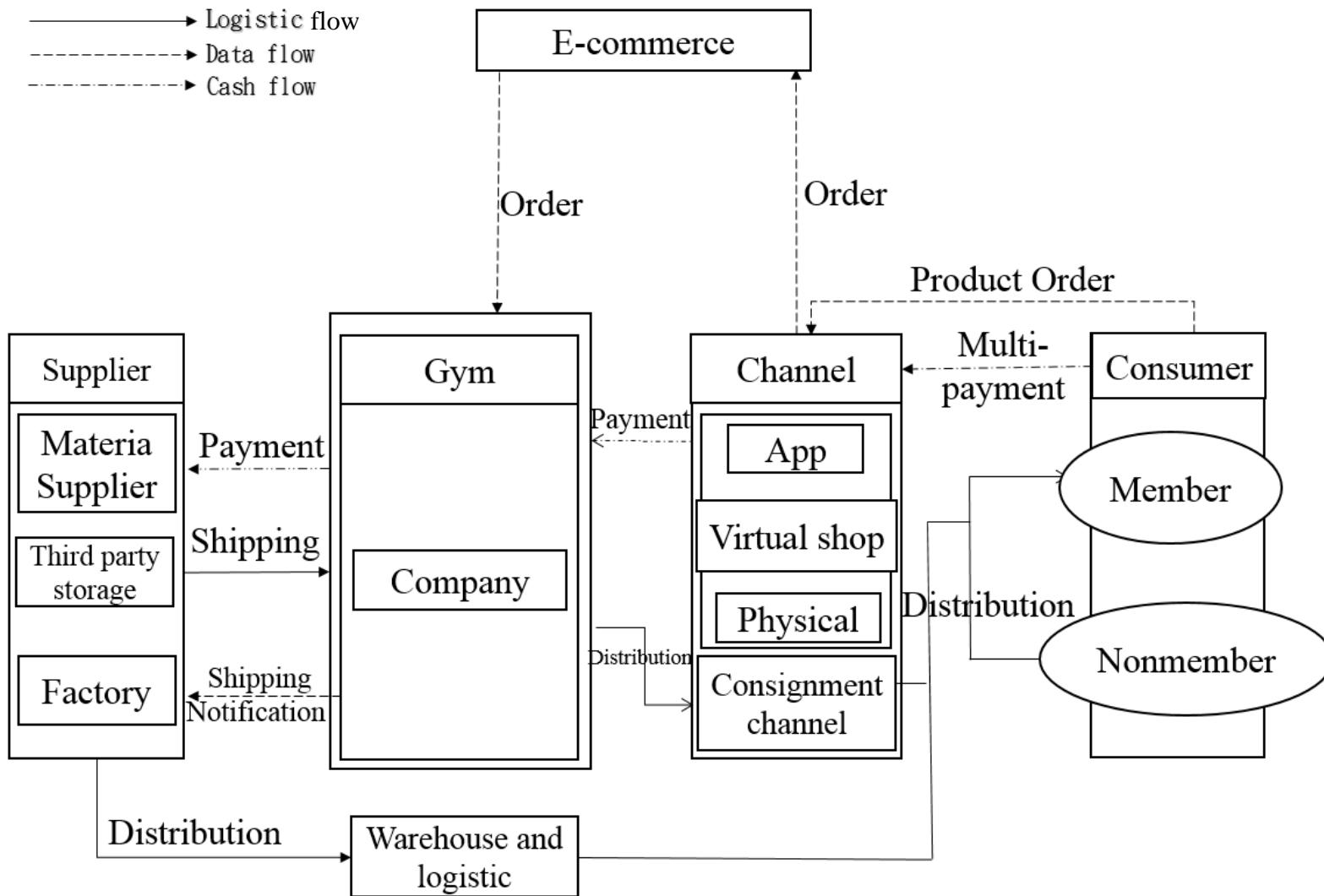
# Conclusion

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