FIELDWORK PROJECT “FITNESS CLUB “ROCKET”

Abstract. The paper considers the new fieldwork project “Fitness club “Rocket”. The general picture of fitness industry, services and opportunities that are available for customers of “Rocket” are shown. The organigram and corporate culture of the fitness club are analysed. The author emphasizes the benefits which its customers and employees can get.

Key words: fitness club, organigram, corporate culture.
Clearly, sports can have a positive impact on both children and adults, providing opportunities to do exercise and spend time with peers in a healthy environment. Playing sports make people stronger and healthier, contributing to lower obesity rates, according to the U.S. Department of Health and Human Services. Athletes tend to have lower body mass indexes, but non-athlete participants will still benefit from developing muscles and burning calories. Active people tend to have lower rates of diabetes and high blood pressure. Exercising regularly through sports programs could contribute to better heart and lung function [3]. Besides, sports tend to help school children perform better at school.

Rush (2017) claims that sports also play a significant role in imparting character values, according to Sport and Development.org. «Playing sports can help teach honesty, teamwork and fair play. Learning to follow rules and respecting teammates and opponents can also be useful. Experiencing the role of a graceful winner and loser teaches people about being humble, and competition in general can teach individuals about self-respect, confidence and managing stress» [3].

Different people have different points of view on definition of fitness and health because it's a personal thing. It goes without saying that “one size fits all” method will not work in either fitness clubs or gyms. You can run, jump, lift, box, cycle, row, squat, stretch, balance or swim your way to your fitness goals with sport facilities. Whether you’re taking your first fitness class ever or returning to the gym after a break, training for a personal best or on a mission to make yourself healthiest and happiest yet, a fitness club has fitness solutions to suit your goals [2]. The following statistics shows the flourishing market of fitness services in Russia. According to RBC's (Russian Business Consulting) analysis of market research, in 2015 the total volume of the fitness services market amounted to at least 101.5 billion rubles [4]. It continues to grow
constantly despite the negative factors such as the crisis and the decline in population incomes. One of the most important factors for visitors is a geographical location. Currently, the target audience of the fitness club are those who live 8 minutes away from the club. In addition, clubs have prospects for further development if the cost of the membership card is 15-50 thousand rubles per year [5]. After researching these statistics, it becomes clear why our project is topical today.

Fitness club “Rocket” is located in the center of Moscow near the metro station Mayakovskaya. Its area is 2000 m² and includes several zones for cardio, strength and free weight training; two large room for the group programs, a children’s hall and a fitness café. There are saunas, a swimming pool, spa services and common facilities in locker rooms. There is an everyday schedule of the group programs and service rendered by an individual high-class coach or a nutritionist, which make up a personal training program and a meal plan for achieving your goals. We offer two types of the club cards: client – all services except for individual programs and spa are available. VIP-client (all-inclusive rate) for 3 or 6 months, 1 or 2 years. So that’s the general picture of the fitness club services.

As for the company structure and managers’ responsibilities, they represent the fitness club’s organigram. The CEO of “Rocket” deals with the strategy and closely interacts with the parent company in St. Petersburg. The COO organizes and controls work of all five departments and reports directly to the CEO. The first department is Administration. The CFO is in charge of finance, accounts and legal questions, and two accountants, two financial managers and a lawyer report to him/her. Next, in the Marketing department two PR officers and an Art director report to the CIO. They are responsible for testing and purchasing modern equipment, advertising, public relations and promoting “Rocket” using social networking websites such as vkontakte and instagram. The CTO in IT & Technical Support department works together with
a web-developer, two equipment specialists and a programmer. Their duties include development of IT-communications in the company; testing and repairing the equipment. The HR-manager and two trainers deal with interviewing the candidates and recruiting new staff and coaches, and personnel professional development. The planning manager and two assistants are responsible for the timetable of group training programs, lectures, master-classes and big city events for clients [6].

The corporate culture plays an important role in increasing morale in the club. Although there are experienced managers, the company needs young and enthusiastic employees for working at the reception and implementing different projects every month. The corporate culture includes core values and believes: relationship, education, rewards, personal and professional growth. We build trust communication in our team, welcome initiatives, provide a training courses for personnel professional development. Moreover, we have the rules of behaviour and follow the labor discipline. We offer flexible working hours and only respectful, punctual and hard-working staff can feel valued and welcome. There are bonuses schemes for the best employees. Corporate ethics is based on honest and friendly relations in the team. Problems are resolved at the general meeting for preventing gossips and conflicts. It’s a way of successful and booming business.

References
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