



SU Business Model Cup 2018

Sustainable Business Model of SATS

Team: Sini Santikko, Joes van Uden, Jonathan Ribeiro Teixeira, Marc Widmer

SATS' Current Business Model

SATS

Current Business Model

KEY PARTNERS <ul style="list-style-type: none"> Gym equipment companies Gym equipment maintenance companies Cleaning companies Landlord's 	KEY ACTIVITIES <ul style="list-style-type: none"> Athletic training Group exercising Education (Instructors) 	VALUE PROPOSITIONS <ul style="list-style-type: none"> Customized memberships options Competitive pricing - Unique & friendly atmosphere App 	CUSTOMER RELATIONSHIP <ul style="list-style-type: none"> Gym has self service check In & out Personal connection; Informal emails, & social & promotions day events 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> Male- Female Mainly Scandinavian Students Seniors Athletes General fitness enthusiast
	KEY RESOURCES <ul style="list-style-type: none"> Trained educators Cardio equipment Fitness equipment Online services 		CHANNELS <ul style="list-style-type: none"> People walking by the gym Word of mouth Collaboration with small businesses Online promotions 	
COST STRUCTURE <ul style="list-style-type: none"> Marketing and promotions Cleaning Rent IT 			REVENUE STREAMS <ul style="list-style-type: none"> Memberships Personal trainer contracts Casual gym visitors SATS merchandise 	

Figure 1: Current business model of SATS, adapted from Osterwalder & Pigneur 2010

The business model canvas shows that SATS is strongly positioned in the very competitive fitness market. However, we have some recommendations for their future, more sustainable business model.

SATS

Future Business Model (changes in orange)

KEY PARTNERS <ul style="list-style-type: none"> Gym equipment companies Gym equipment maintenance companies Cleaning companies Landlord's Nutrition companies IT Partner to improve mobile phone APP 	KEY ACTIVITIES <ul style="list-style-type: none"> Athletic training Group exercising Education (Instructors) Mobile phone APP (data collection) 	VALUE PROPOSITIONS <ul style="list-style-type: none"> Customized memberships options Competitive pricing - Unique & friendly atmosphere App Nutrition plans for APP Improved APP 24/7 opening hours 	CUSTOMER RELATIONSHIP <ul style="list-style-type: none"> Gym has self service check In & out Personal connection; Informal emails, & social & promotions day events 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> Male- Female Mainly Scandinavian Students Seniors Athletes General fitness enthusiast
	KEY RESOURCES <ul style="list-style-type: none"> Trained educators Cardio equipment Fitness equipment Online services 		CHANNELS <ul style="list-style-type: none"> People walking by the gym Word of mouth Collaboration with small businesses Online promotions 	
COST STRUCTURE <ul style="list-style-type: none"> Marketing and promotions Cleaning Rent IT Wages (late night bonus for 24/7 staff) 			REVENUE STREAMS <ul style="list-style-type: none"> Memberships Personal trainer contracts Casual gym visitors SATS merchandise 	

Figure 2:

Figure 2: Future business model of SATS, adapted from Osterwalder & Pigneur 2010

References:

Osterwalder, A. and Pigneur, Y. (2010), *Business Model Generation: A handbook for Visionaries; Game Changers; and Challengers*, Wiley.