



The Fresh Buzzers (TFB)

The CEO Way

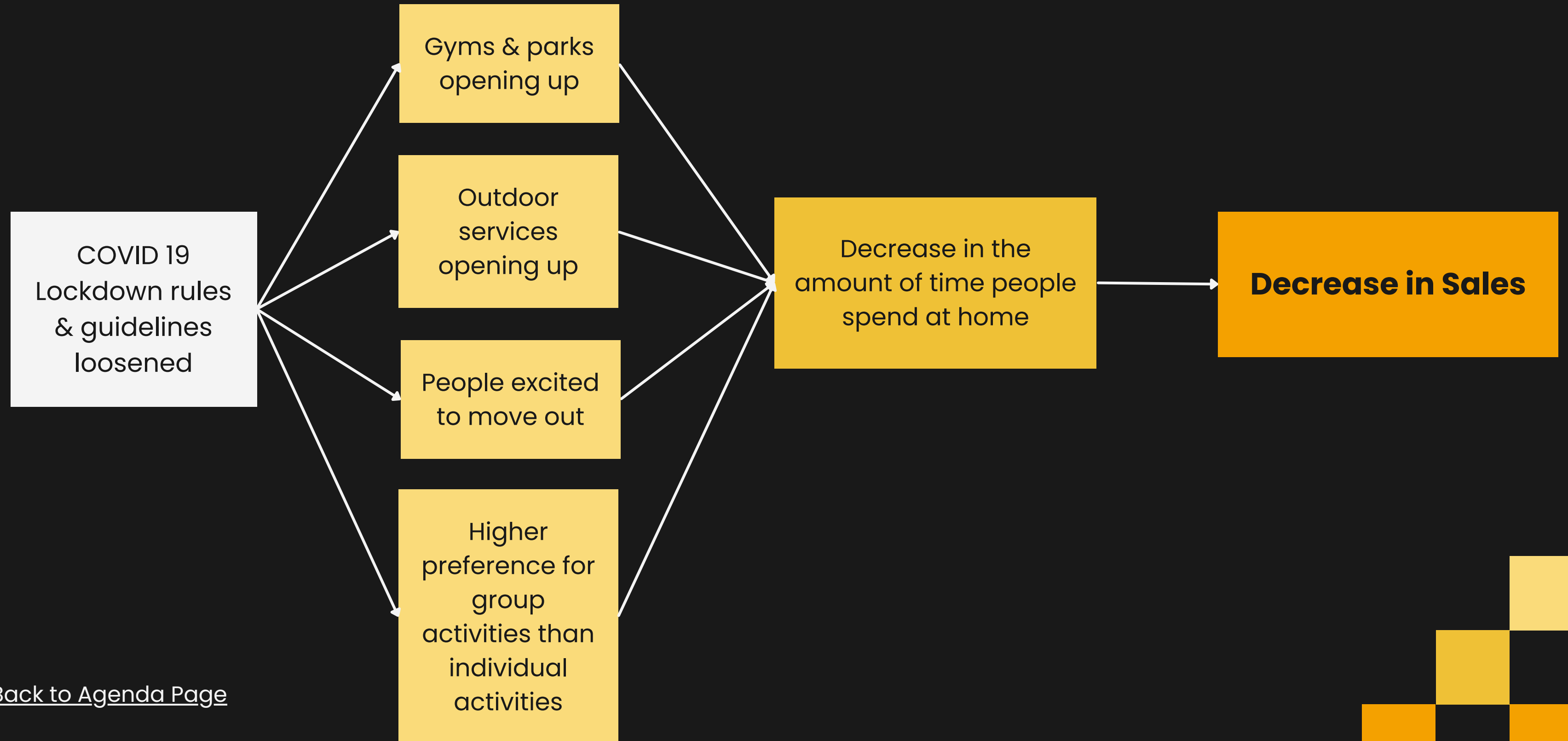
Presented by : The Co-CEOs of **TFB**
Samiksha Patel & Harshil Khatri



AGENDA

- The Problem & its Causes
- Existing Solution & Market Research
- Customer Segments
- Our Solutions
- SWOT Analysis
- Leadership Qualities

The Problem & its Causes





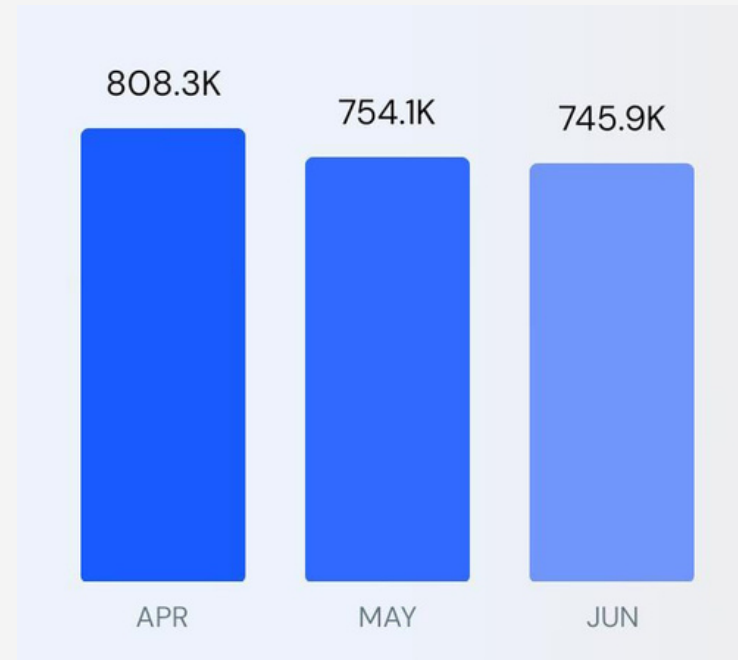
Existing Solution & Market Research

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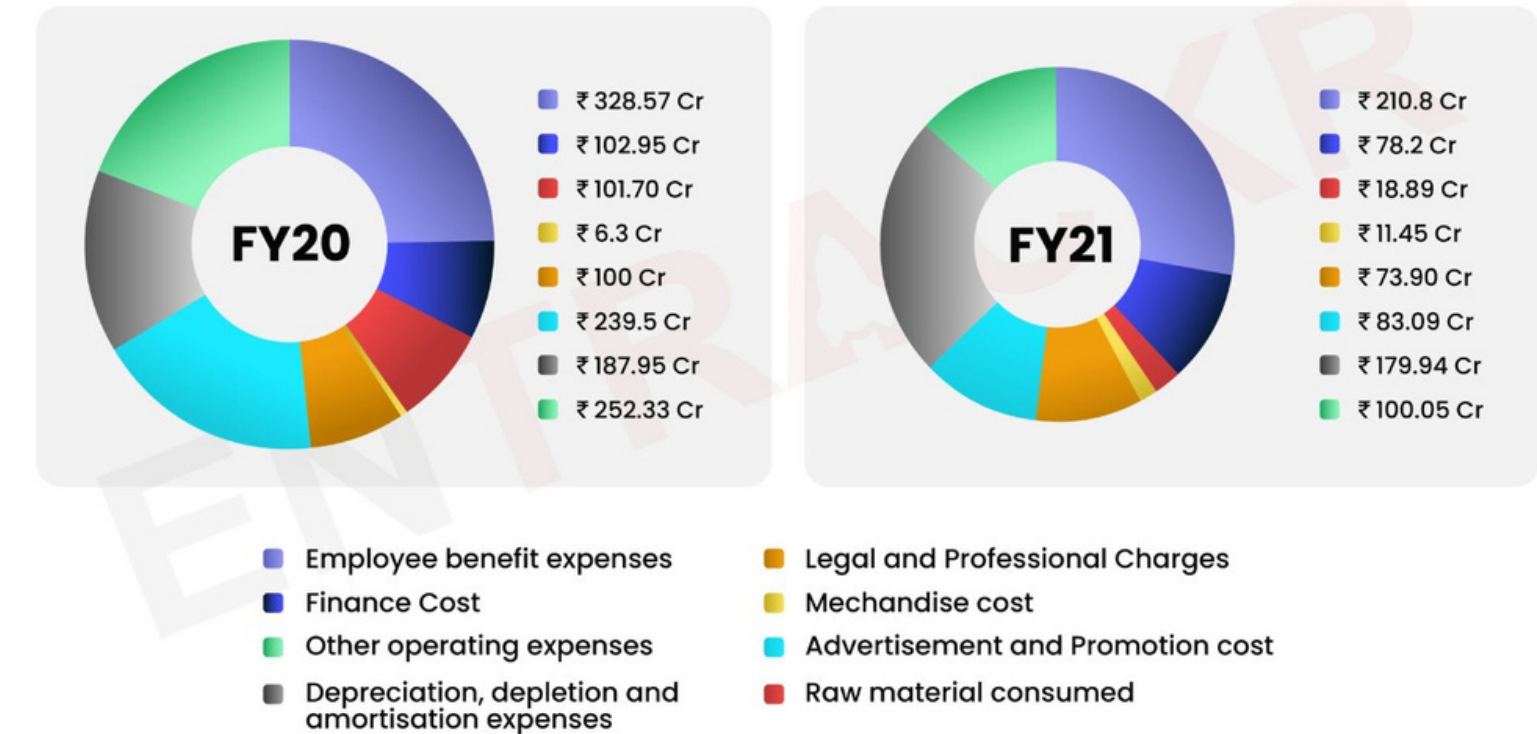
Cult.fit (formerly Cure.fit)



TOTAL VISITS



cure.fit Expenses Breakdown



MARKETING STRATEGIES OF CUREFIT

Social Media Marketing:

- CureFit exactly understands who its customers are and produces persuasive content.
- It uses Facebook and Instagram platform to provide up-to-date information, to submit invitations for events, posts, imaginative posts, tips and recipes for healthy food and drinks, customer reviews etc.

Influencer Marketing:

- CureFit has developed a strategy for influencing the promotion of its releases to promote new goods.
- The brand collaborated with many inspiring figures from around the world, including Hrithik Roshan, Milind Soman, Tiger Shroff and Sindhu, as well as other prominent athletes.

Campaigns of Curefit:

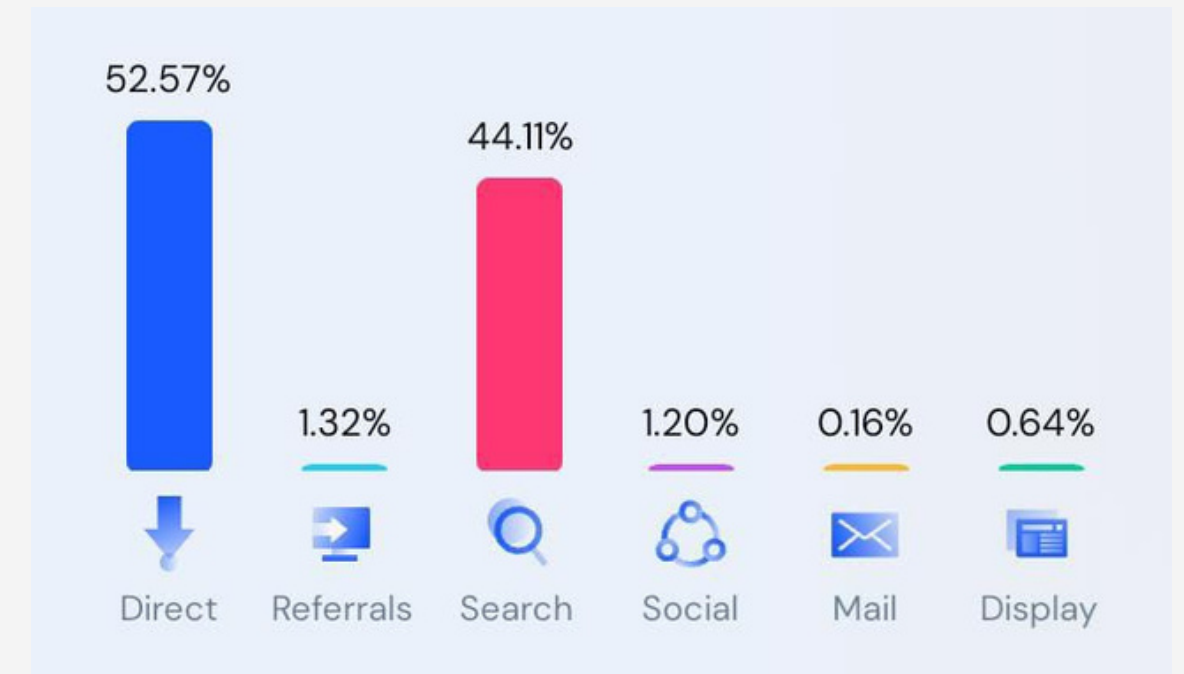
#FORTHELOVEOFFIT

CureFit breaks the barrier and allows people to share their health in the most enjoyable way.. The film aims to demonstrate to get people to think that fitness is more open and fun.

#CULTLIVE

The aim of this campaign is to encourage you to enter the app for a live workout with Cult trainers

MARKETING CHANNEL DISTRIBUTION



Consumer Segments

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The Lazy Lads

People who were procrastinating over buying our product, who've finally got a proper reason to not to buy it



The Fitness Freaks

People who were utilising our product but will now reduce its use and put a cut on their subscription


And the question remains :
How to utilise our product & its utilities ?



Our Solutions

Solution 1

- By Restructuring: Partnering with gyms, colleges, hospitals, bus stands , railway stations, airports or any other place that has possibilities of people crowding. People while waiting at the bus stops, railway stations or airports can use it to workout and utilise their time. Gyms need not re-hire instructors that it laid off during Covid period as our equipments have in-built media instructions.

Solution 2

- By Pivoting: Changing the existing media segment and creating an app with features like-online fitness sessions and meditation , medical and dietetics consultation and lab report examination from doctors , eat healthy with easy recipes.

Solution 3

- For the lazy lads and the fitness freaks who purchased the product but are not using it when the lockdown was lifted -Visit our partnered gym for 3 days and use the product . The next 4 days at home and earn extra points. (Usage will be monitored by an updated version of the screen). They can accumulate such extra points and claim rewards.
- And here comes the **climax of the business plan**: Due to such partnership, our partner gyms will see major inflow of customers, which will in fact push more and more gyms to enter our network and thus, initiating a chain reaction which will eventually grow our network of partners.



S
(Strengths)

- Unique equipment with in-built instructor
- All in one app with many features- online fitness sessions and meditation , medical and dietetics consultation and lab report examination from doctors , eat healthy with easy recipes

W
(Weaknesses)

- Lack of other fitness activities that customers are interested in such as swimming, running, etc.

O
(Opportunities)

- Hiring a team of nutritionist and dieticians
- Allotting each customer - a fitness mentor or coach

T
(Threats)

- Customers prefer running or jogging in the park
- Competition from established gym chains who refuse to partner

Leadership Qualities

which will be critical to solving this problem



Risk taking ability



Open-mindedness



Patience

Thank You

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