

Company Questions / Answers ???

Q.1 What is your organization or company? Give background history including by whom, when, and why it was founded

A- My company is an exercise gym for women called Fit Fantastic Exercise. It was created for women to come and exercise without men around. While you are exercising there are TV's with women's sports on. It was founded on May 25, 2012 by Me who wanted a gym for only women to workout at. The idea of having the TV's with women's sports on came from a cool idea a called sport clips , I wanted to make it happen at my gym.

Q.2 What do they do or make - describe the products and services and what makes them unique.

A- Fit Fantastic Exercise is a women's exercise gym that provides a positive environment for women to exercise without comparing themselves to men. There are different courses you can take from the instructors. The different courses are done with different types of exercise, some are cardio, strength, yoga, weight lifting. There are also two gyms with assorted exercise equipment, like treadmills, stationary bikes, stair machines, ellipticals, with TV's with either women's sports or other women's TV shows.

Q.3 Describe the culture of the organization or company. What is the work environment like the atmosphere? What is the building like exterior/interior, architecture , fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?

A- The work environment is a kind, schedule based with lots of room to breathe kind of place. We try to make it so that everyone, even the staff, is comfortable in their own skin. The building is on a corner in downtown Coeur d' Alene, Idaho. It is a one story space with 4 rooms and a main lobby. The two rooms on the left of the hall are reserved for fitness courses led by the instructors from Monday to Friday, on Saturday only one is. The courses we have are a mixture of cardio, strength, and insanity, and other things, and will get you sweating. The gym is not open on Sundays. The rooms that don't have courses going on in them have assorted exercise equipment, school I mentioned earlier with TV's with women's channels on. The main lobby has one L-shaped desk for the receptionists, a couple of chairs, and one couch. The employees treat each other as equals. The individual roles are, the boss (me), two receptionists, four fitness instructors, and janitorial/ maintenance. Management treats them with respect.

Q.4 Who is the targeted audience? What are their demographics? (Age, gender, income level, where they live, own or rent, etc.)

A- The targeted audience is women. They are mostly middle class. Ages can range from 15 to 55. The women who come to Fit Fantastic Exercise usually live in town.

Q.5. What is the organization or company mission statement? Tagline? (Can be the same – Nike's is, "Just Do it!")

A- The tag line is fit, fast, fantastic! Mission statement: To provide a comfortable, and inspiring place for women to improve their physical fitness.