**Writing an Executive Summary**

***Presenting Research about Customer Preference***

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| --- | --- |
| **Topics** | * Analyzing survey results * Summarizing information * Creating an Executive Summary |

**The Situation**

Peak Fitness is looking to open new fitness centers throughout the United States. They have a limited budget and want to maximize their offerings to meet their customer’s needs.

Peak Fitness wants to question its existing Boston location customers regarding their behavior and preferences to use as a benchmark for what to offer in the new fitness centers. On February 10, 2020, an online survey was distributed to 404 members, a mix of male and female customers. The table below contains the questions and results of the survey.

Analyze the data from the survey and determine the most significant information and results that you need to present to Peak Fitness to provide them with answers to their questions. Finally, make recommendations to Peak Fitness on their best plan of action based on the results. Put all of your information in an Executive Summary format.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Female** |  | **Male** |  | **Total** |  |
|  | # | % | # | % | # | % |
| **How often do you work out in a week?** |  |  |  |  |  |  |
| 6+ or more times | 26 | 14% | 40 | 19% | 66 | 16% |
| 4 – 5 times | 73 | 38 | 112 | 53 | 185 | 46 |
| 2 – 3 times | 83 | 43 | 57 | 27 | 140 | 35 |
| Once a week or less | 9 | 5 | 4 | 2 | 13 | 3 |
|  |  |  |  |  |  |  |
| **What are your reasons for choosing Peak Fitness center?** |  |  |  |  |  |  |
| Location | 77 | 40 | 170 | 80 | 247 | 61 |
| Community/Classes | 102 | 53 | 43 | 20 | 145 | 36 |
| Price | 12 | 6 | 0 | 0 | 12 | 3 |
|  |  |  |  |  |  |  |
| **Which type of classes do you prefer?** |  |  |  |  |  |  |
| Circuit Training | 57 | 30 | 38 | 18 | 95 | 24 |
| Spin | 47 | 25 | 40 | 19 | 87 | 22 |
| Cardio | 64 | 34 | 67 | 31 | 131 | 32 |
| Yoga | 23 | 12 | 68 | 32 | 91 | 23 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | **Female** |  | **Male** |  | **Total** |  |
|  | **#** | % | # | % | # | % |
| **What amenities do you use the most at your fitness center?** |  |  |  |  |  |  |
| Hair and body products | 35 | 18 | 93 | 44 | 128 | 32 |
| Towels | 31 | 16 | 49 | 23 | 80 | 20 |
| Sauna | 57 | 30 | 52 | 24 | 109 | 27 |
| Filtered Water Station | 45 | 24 | 19 | 9 | 64 | 16 |
| Lockers | 23 | 12 | 0 | 0 | 23 | 6 |
|  |  |  |  |  |  |  |
| **Which of the following amenities would you like to see offered at Peak Fitness for an additional fee?** |  |  |  |  |  |  |
| Laundry Service | 67 | 35 | 45 | 21 | 112 | 28 |
| Smoothie Bar | 105 | 55 | 64 | 30 | 169 | 42 |
| Massage | 13 | 7 | 62 | 29 | 75 | 19 |
| Healthy meals to go | 6 | 3 | 42 | 20 | 48 | 12 |
|  |  |  |  |  |  |  |
| **Would you be willing to pay extra for a personal training session?** |  |  |  |  |  |  |
| Yes | 111 | 58 | 178 | 84 | 289 | 72 |
| No | 80 | 42 | 35 | 16 | 115 | 28 |
|  |  |  |  |  |  |  |
| **Would you use a Training App created especially for gym members** |  |  |  |  |  |  |
| Yes | 120 | 63 | 73 | 35 | 193 | 48 |
| No | 71 | 37 | 140 | 66 | 211 | 52 |
|  |  |  |  |  |  |  |

**DELIVERABLES:**

1. **DUE Wednesday. February 19th: Executive Summary Assignment (Outline) #1** 
   * Create an **Outline ONLY** as a plan for the final, written Executive Summary Assignment #2
   * Include individual sections of your outline on:
     + Objective
     + Methodology
     + Major results
     + Conclusions
     + Recommendations
   * Add detail from the survey results on pages one and two from this handout into the sections of your outline.
   * Submit your outline to Blackboard by the deadline.
   * Bring a paper copy of outline to class.