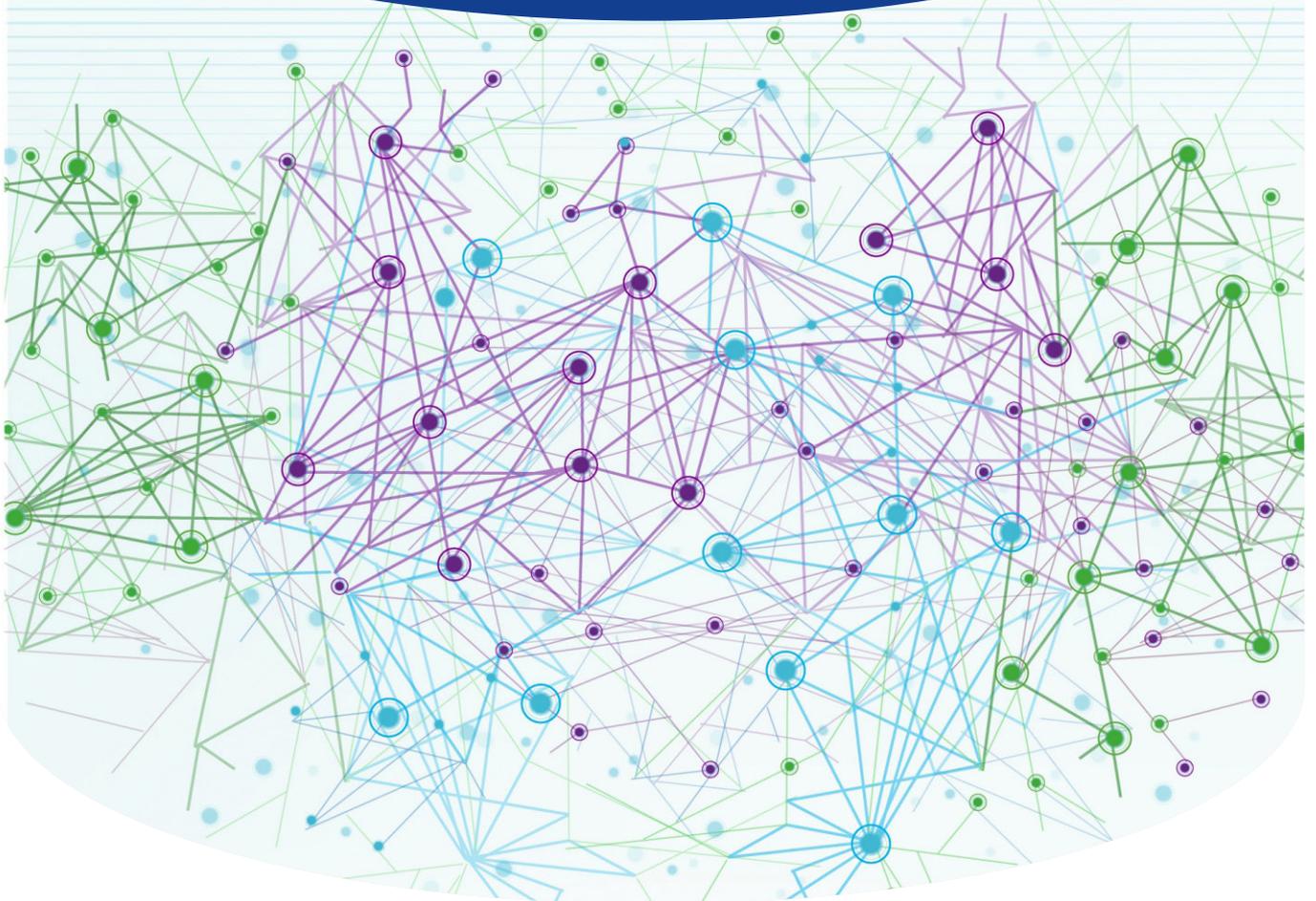




**Exercise
Association
of New Zealand**

Representing the Exercise & Fitness Industry

Business Framework Tools for Exercise Businesses



HAUORA
Yoga Conference



Business Framework Tools for Exercise Businesses

The tools and links below are designed to be used in conjunction with the ExerciseNZ video series found @ www.exercisenz.org.nz/vimeo

This video series is also supported by an excel spreadsheet found in the members only section of our web page.

SWOT Analysis

SWOT analysis is a key part of business planning or analysis. SWOT stands for **strengths, weaknesses, opportunities, and threats**. Strengths and weaknesses are internal factors and opportunities and threats are external factors. SWOT is useful when deciding whether or not to embark on a venture or strategy by visualising the pros and cons and clearly outlining all positives and negatives of a project.

SWOT Related Articles:

Harvard Business Review: Are Your Company's Strengths Really Weaknesses?

<https://hbr.org/2019/08/are-your-companys-strengths-really-weaknesses>

Step 1 - Completing a SWOT Analysis

Video - Definitions, Examples and How to do a SWOT Analysis (6 min 30 sec):

<https://www.youtube.com/watch?v=JXXHqM6RzZQ>

A further video explaining the basics of completing a SWOT analysis for a smaller business

<https://www.youtube.com/watch?v=Dwbm1ftmgxU>

Step 2 - Putting your SWOT analysis to work (3min 45sec)

Video outlining thoughts on how to create actionable items from the SWOT.

<https://www.youtube.com/watch?v=exm9uAKYkl0>

A short case study example of a SWOT Analysis – Starbucks Coffee (3 min 35)

A case study to give guidance on things to consider when completing your SWOT analysis

<https://www.youtube.com/watch?v=mR9eICQJLXA>

TOWS - Threats, Opportunities, Weaknesses and Strengths

Helps you get a better understanding of the strategic choices available and which options to pursue. You can lay out what options you have, to maximise strengths to capitalise opportunities, while minimizing weaknesses to avoid threats.

Links to explanations of what TOWS is:

<https://blog.oxfordcollegeofmarketing.com/2016/06/07/tows-analysis-guide/>

<https://www.linkedin.com/pulse/whats-difference-between-swot-tows-leo-boulton>

Rebuilding of Trust

Post COVID-19, there will be real and perceived fears for clients/members about restarting exercising again. Facilities will need to consider how they will rebuild this trust and break down fears, and how trust will be built on reputation, and willingness to trust.

Ted Talk: Designing for Trust Co-founder of Airbnb's belief is that people can trust each other enough to stay in one another's homes. How did he overcome the stranger-danger bias? Through good design. He sets out his dream for a culture of sharing in which design helps foster community & connection instead of isolation & separation.

https://www.ted.com/talks/joe_gebbia_how_airbnb_designs_for_trust?language=en

Online Market Places

'Matching sellers with buyers'

The growth of online marketplaces like Uber, Airbnb and Amazon can sometimes threaten local businesses such as taxis, hotels and retail shops by taking away jobs or reducing income to the community. But it doesn't have to be this way.

Ted Talk

https://www.ted.com/talks/amane_dannouni_how_online_marketplaces_can_help_local_economies_not_hurt_them

Staff Restructures

MBIE Guidance, advice and task list templates

<https://www.business.govt.nz/hiring-and-managing/getting-the-best-from-people/team-restructuring/>

Employment New Zealand, Overview of Workplace change including COVID-19 guidance

<https://www.employment.govt.nz/workplace-policies/workplace-change/overview-of-workplace-change/>

Recruitment

With significant changes like COVID-19, you may need to recruit to support new business opportunities.

Ted Talk: Given the choice between a job candidate with a perfect resume and one who has fought through difficulty, human resources executive Regina Hartley always gives the "Scrapper" a chance

https://www.ted.com/talks/regina_hartley_why_the_best_hire_might_not_have_the_perfect_resume

Launching a New Business in NZ

How to research your market and competitors

Useful video and information on doing your research and understanding your numbers

<https://www.business.govt.nz/getting-started/taking-the-first-steps/how-to-research-your-market-and-competitors/>

Understanding Your Price

Getting your price right:

<https://www.anz.co.nz/business/bizhub/run/getting-your-price-right/>

<https://www.westpac.co.nz/business/business-resource-centre/funding-your-business/finding-the-perfect-pricing-strategy/>

Marketing Your Business - The 5 Ps

Once you have a clear idea of your business positioning, you can use the 5Ps of marketing to reach your target market. Using the Ps can help identify areas of your business you can change/improve to meet your targeted customers' needs.

<https://www.business.gov.au/Marketing/Marketing-and-advertising/How-to-market-your-business>

Mental Health and Wellness

TED talks to think about your own mental health and wellness which are important parts of being successful in business and ensuring a good work and private life balance.

Why We Get Mad - And Why Its Healthy:

https://www.ted.com/talks/ryan_martin_why_we_get_mad_and_why_it_s_healthy

How to stay calm under pressure:

https://www.ted.com/talks/noa_kageyama_and_pen_pen_chen_how_to_stay_calm_under_pressure

And importantly don't forget about your own exercise for the many health benefits!

The brain-changing benefits of exercise:

https://www.ted.com/talks/wendy_suzuki_the_brain_changing_benefits_of_exercise