

EXECUTIVE SUMMARY

The Health and Fitness has become an integral part of the contemporary society. People are becoming more health conscious and increasingly invest time and energy to improve their fitness levels. The main medium of fitness training is provided by the fitness centers. In view of providing software based value added services to fitness centers, project SmartGym was initiated. This project is undertaken by the author H. U. A. Senevirathna and InnoLab partner Mr. Malaka Jathissa as an entrepreneurial skills project in order to fulfill the course requirements of Master of Business Administration program at the Postgraduate Institute of Management, University of Sri Jayewardenepura.

At the beginning, the author discusses the background to the project and significance of the project to its stakeholders. The author further discusses the limitations of the project. The author is of the view, since fitness industry is growing rapidly, the demand for value added services in the industry such as software based fitness applications would also increase. This enabled the author to conceive the idea of SmartGym. The main objective of SmartGym is to relieve the managerial overhead work at fitness centers with the use of SmartGym solution.

Subsequently the author describes the business perspective of the project. Further evaluates the business potential of the project. The opportunity screening for the project is conducted. How the personal strengths and prevailing market conditions helped to realize the business opportunity are discussed. The business model is devised. The nature of the business are discussed in detail. The basic requirements for the project initiation such as the brand name and the logo are designed.

Furthermore the author provides the theoretical background for the project, which clarifies the decision making process of the SmartGym. The author referred the past literature related to fitness industry and technology, to develop the theoretical background for the project. The value proposition canvas and business model are presented by the author. A competitor analysis is conducted. This enables the author to satisfy the customer expectations and requirements of the project.

The author describes the project plan. The entire project is divided into main project components and adequate resources are allocated for the respective project components. For example the resources required for the project such as software tools and human resource are allocated accordingly. It further describes the Work Breakdown Structure and

the team structure of the project. Subsequently the project focuses on the project implementation. The implementation of each of the project components are discussed in detail. The key variances of the outputs and outcomes of the different project components of the project compared to the initially expected results are further discussed. The issues and challenges faced by the author during the project execution process and the actions taken to mitigate them are described in detail.

Finally the author focusses on the project outputs and outcomes. The main project output is to provide a software based online fitness center management solution to fitness centers. The outcome of the SmartGym project is to relieve the fitness center owners, of managerial work overhead and to improve the overall efficiency and effectiveness of the fitness industry in Sri Lanka. Furthermore, the different skills such as technical and interpersonal skills utilized by the author to execute the project successfully are described. The skills developed by the author during the project development process are further evaluated. The functions of management were also discussed in detail.