



**Area:** Entrepreneurial Skills and Project Management  
**Level:** 3,4,5  
**Modality:** Competitive Team  
**Time:** 24 to 48 hours

**Subject:**  
 Entrepreneurial Project Management  
 Economic-Financial Management  
 Services Marketing  
 Operation Management  
 Human Resources Management

**FitnessGym** recreates the competitive scenario of five sports centres. Participants will face the challenge of developing a new sports centre. They will have to make all the decisions that the opening of a new business on a long term basis requires. This will happen in three stages:

- **Create:** Design the business, find a different model from the competitors taking as a reference the market and setting the decision criteria for the key investment and management areas.



- **Planning:** Carefully plan management politics, necessary investment, analyze financial needs taking into account the expected profitability. All of this will be used to determine, with an economical-financial analysis, the viability of the proposed project. After this stage is completed, participants will have a Business Plan on a 3 year basis that will reflect their strategy and will allow them to access the last stage.
- **Compete:** Managing the centre during several years on a highly competitive environment will show whether the designed sports centre is competitive and if it allows the company to reach the objectives and forecasts.

If the expectations are not fulfilled, participants will have to propose actions to improve the results and tighten the expenses. In all the cases, they will have to pay attention to the changes in the structure of their businesses and check the selected funding model. The simulator offers information about the obtained results on different financial ratios and the profitability of the project.

