

# Discussing the Competitive Advantages of the Fitness Clubs Industry from the Perspective of Value Chain

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## ABSTRACT

The purpose of this research is to discuss how business owners weigh the management style of value chains to reduce cost and innovative acts of reducing cost in market trading in the environment of the fitness club industry. Because the market of fitness clubs is getting saturated, this causes a change in the structure of the cost in market trading, and the obstacles in entering the industry are reduced. This increases the standardization of products, and the competition factor is changed from traditional single-objective of product function difference to multi-objectives such as demands in cost, speed, flexibility, and customer service. Such changes will have a direct impact on the organizational structure of the industry as well as its composition of value chain. How business owners react to the changes in the structure of the cost of market trading by innovation is an important key in the survival and development of an organization. The innovation of value chain management can be applied in the development of the industry or individual companies as well as the management of non-profit organizations. By utilizing the logic in the analysis framework of value chain management to support the applicability of analysis framework, this study attempts to analyze the strategical meaning of the advantages of the fitness club industry. This is mainly done by conducting a case analysis on the American owned California Fitness Center.

Keywords : Fitness Club, Value Chain

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