

## Year 12 Transition Work - Summer 2019

Business is a dynamic and large part of society today. Business is not just a theoretical subject; you will apply skills and knowledge learnt to your future careers. You will learn about the different areas of business and strategic change. You will investigate problems which real businesses are currently facing and develop possible solutions.

In order to prepare you for September, you need to complete the following:

**Research into the health and fitness industry in the UK (this is a fast growing market).**

**You need to research and create a presentation on the following:**

- Trends in the number and size of health and fitness clubs in the UK over the last 10 years, including growth (both organic growth and takeovers)
- Influences on the market such as social trends, economy, changing costs and membership prices
- Human resource management in the UK health and fitness industry
- Marketing in the UK health and fitness industry
  - How do they promote their services? Which methods do they use?
  - Which methods are effective? Justify your decision.

Your presentation can be on PowerPoint or a poster. That is your decision - be creative! However, it needs to include all information. You may use pictures to make it more eye-catching.