

**International Baccalaureate**

**Internal Assessment**

**Research Proposal**

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## **Business Management**

- Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy? -

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Candidate #

Research Proposal Word Count: 495

**Intended Audience:** CEO of Fighting Fit Club, Head of PE Department (Christian Huegel), Head of Secondary (Richard Robinson).

# 1 Research Proposal

## 1.1 Research Question

Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?

## 1.2 Rationale

Fighting Fit Club (FFC) is service business with a new facility found in Istanbul, Sarıyer. Conveniently, its location is near British International School Istanbul (BISI). It is around 5 kilometers away, that is, a 10 minute drive. A recent survey conducted by the school suggests that parents are most unsatisfied with the Physical Education provided by the school in comparison to other subjects (66 respondents).

Please rate the quality, pace and focus of the online lessons

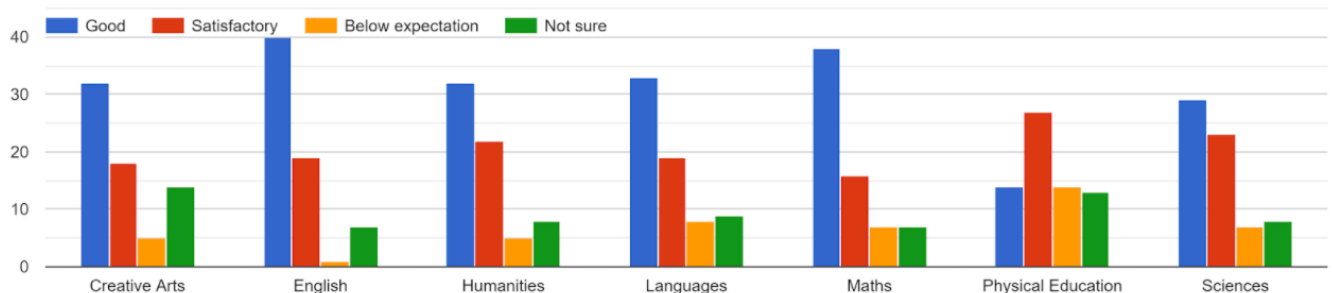


Figure 1: Survey result for the question "Please rate the quality, pace and focus of the online lessons" (Robinson, 2020)

Evidently, maintaining a healthy lifestyle was shown to be a challenge for the vast majority (that is, students, staff and parents) because of the strict lock downs announced by the government. Today, these restrictions are less strict and selective groups are being called to school physically. Moreover, given that FFC and BISI have already established a very short concession pre-pandemic which was mainly targeted to students, this may be shown beneficial for both businesses to see whether such a concession is possible again, however, now taking account new specialised features such as newly offered sports, new target markets (parents and staff) and new safety measurements.

### 1.3 Questionnaire/Survey/Interview Audience and Plan

People/Organisation	Reason
CEO/Employee of FFC	Inflict opinion on such a possible concession. Does the current research link with the objectives of FFC?
Head of PE Department (Christian Huegel)	His opinion on how positively and negatively such a concession might affect the PE Department, the objectives of the PE Department
Students	Their opinion as the main customer base on an access to a premium gym
Head of Secondary (Richard Robinson)	His opinion on how such a concession would affect the school's image, whether it meets the school's objectives

Table 1: Group of people that will be interviewed and/or be surveyed

### 1.4 Areas of Syllabus Covered

- 1.3 Organisational Objectives
- 4.2 Marketing Planning
- 4.4 Market Research
- 4.5 4Ps - Price, Place, Product, Promotion

### 1.5 Primary Research

- Interview with the CEO or an employee of Fighting Fit Club
- Questionnaire for students from years 7-13
- Interview with the Head of Secondary
- Interview with the Head of PE Department

### 1.6 Secondary Research

- Fighting Fit Club Website - Mission and Vision statements, objectives, sources for contacting
- MACFit Website - Information for availability, type of sports
- Cambridge Business Management Textbook - tools, information

- British International School Website - Mission and Vision statements, objectives

### 1.7 Possible Difficulties

Possible Problems	Possible Solutions
The CEO of Fighting Fit Club or employee might not disclose the information that I am seeking	Other factors will be considered when making the decision
The CEO of Fighting Fit Club or employee might have a busy schedule, thus I might not be able to interview them	A scheduled time is necessary through phone, email etc. to guarantee a place or a spot and time to speak and disclose the information required
Not enough answers for the PE Questionnaire	Ask teachers to inform about the questionnaire and add it to the weekly bulletin to raise awareness

Table 2: Possible problems and solutions

### 1.8 Action plan

Unfortunately, due to COVID-19, the original plan and Gantt chart was delayed by a large amount, with a huge break between February and October. Therefore, there are 2 Gantt charts, one for which is initial (January-February) and the later (October-December) to show reflect upon these modifications.

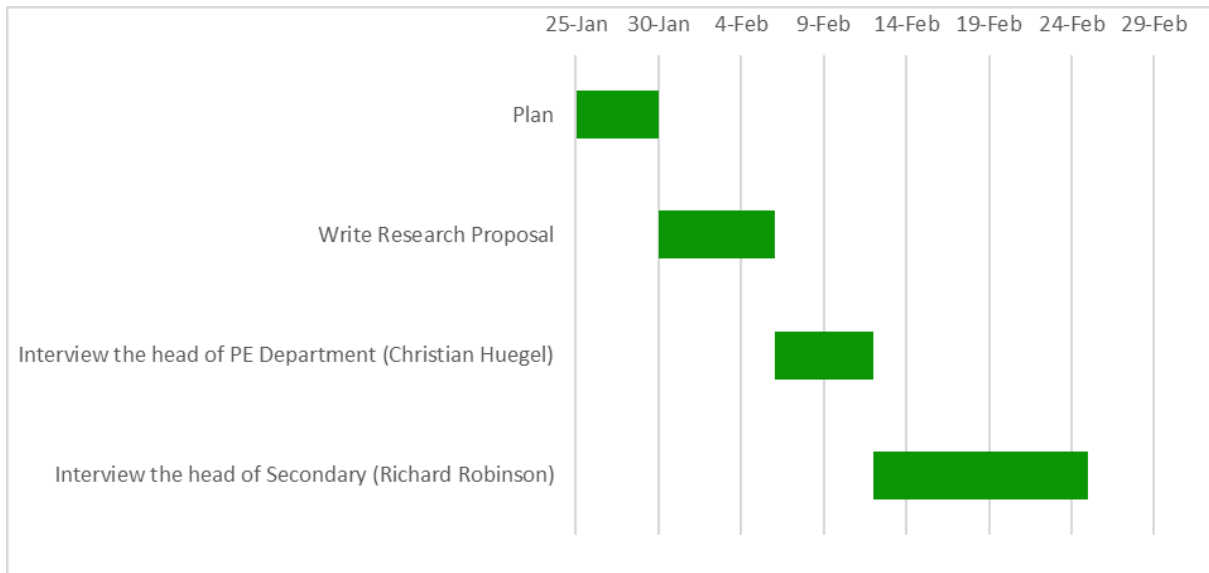


Figure 2: (Part 1 of 2) Gantt chart from January to February

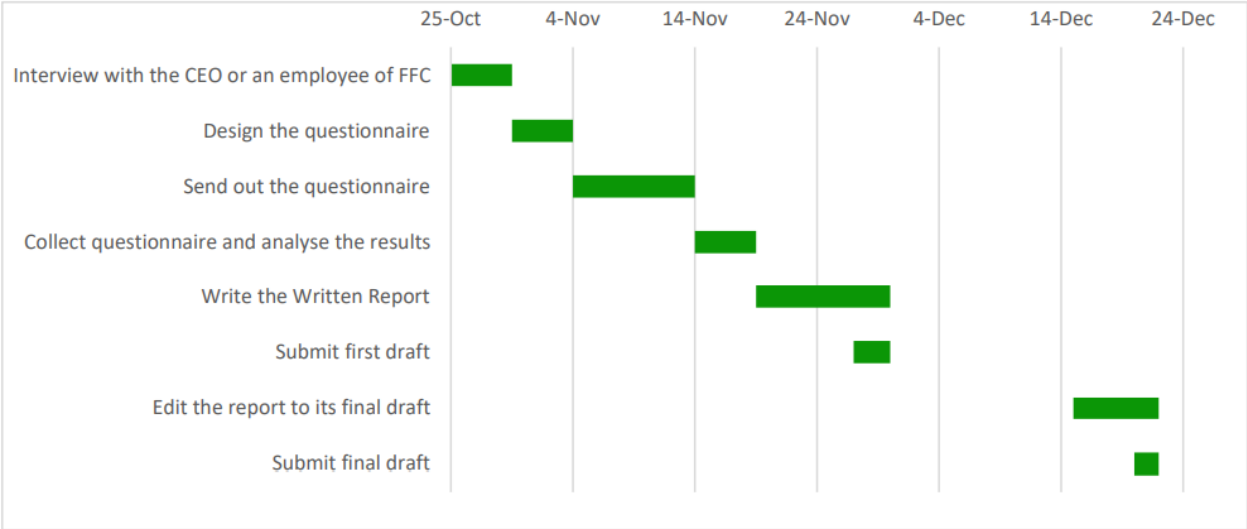


Figure 3: (Part 2 of 2) Gantt chart from October to December

**International Baccalaureate**

**Internal Assessment**

**Written Report**

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## **Business Management**

- Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy? -

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Candidate #

Written Report Word Count: 1996

Execute Summary Word Count: 199

**Intended Audience:** CEO of Fighting Fit Club, Head of PE Department (Christian Huegel), Head of Secondary (Richard Robinson).

# 1 Acknowledgments

I would like to acknowledge the following individuals and groups who have helped me writing this Internal Assessment:

- Michael Leaver, the Business Management teacher, for his effort, advice, and support in writing this Internal Assessment;
- Richard Robinson, the head of Secondary, for his time and effort in the interview;
- Christian Huegel, the head of Sports Department, for his time and effort in the interview;
- The FFC employee for her time and effort in the interview;
- Parents and students for their time and effort in answering the online questionnaire.

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## **2 Written Report**

### **2.1 Executive Summary**

The Fighting Fit Club (FFC) used to be in a concession with British International School Istanbul (BISI), until the COVID-19 outbreak set curfews and lock downs. However, this has been seen as a possible opportunity that FFC can take due to the declining quality of fitness and health of individuals. This led to the research question "Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?"

Primary research was conducted using interviews with various notable employees of both businesses. An interview was sent out to parents and students to further investigate sports interests of potential customers. Multiple different possibilities of re-concession were taken into account: in gym during class, in school during class or out of school clubs. To analyse and optimise the concession the 4Ps, BCG Matrix, and the product positioning map were used.

In conclusion, both the school and FFC can benefit from each other. The FFC should re-establish a concession with the school by introducing after school clubs by prioritising Pilates, Tang Soo Do and Cross Body fit in ranked order. Lastly, it is worth considering to introduce a new sport which can appeal to the old and masculine market.

### **2.2 Introduction**

Fighting Fit Club (FFC) is a newly established (2012) sole-trader sports complex business with three sports halls located in various provinces of Turkey. The FFC Istanbul sports hall is conveniently located next to an International school, giving various opportunities for FFC to establish concessions. Before the pandemic, FFC offered lessons of Tang Soo Do, Fitness and Functional Training inside the school in after school sessions, most of which were targeted at the students, teachers and the parents of the students. However, due to the COVID-19 pandemic, lock downs and curfews were initiated which resulted in the end of the concession between the school and FFC. On the contrary, the end of the concession may also be a beginning of an opportunity: with the increasing lock downs and curfews, individual fitness and health has become a topic of everyone's concern. This became further evident with the results of the school's Physical Education quality. Hence, this Internal Assessment will explore whether a re-concession would be advantageous for both sides by confirming the organisational objectives of both businesses, and how the FFC should ultimately be re-introduced to the school to effectively stimulate FFC's growth and gain an

advantage against its competitor MACFit.

## **2.3 Research Question**

Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?

## **2.4 Methodology Employed**

A total of four primary researches were conducted for this Internal Assessment. Three of these were interviews, one was an online questionnaire sent out to the students. The aim of the interviews was to get detailed answers in regards to sustained values of the businesses, their opinion on each others' businesses, and opinion with regards to several possibilities of a re-concession (e.g. through integration of FFC in PE lessons in school, or in FFC's sports hall with their equipment, or after school). The online questionnaire was aimed to extract students' and parents' interest and opinion on various possible sports, individual availability and safety concerns due to COVID-19.

## **2.5 Main Results and Findings**

### **2.5.1 Christian Huegel Interview**

<sup>1</sup>The consent for the recording of the transcript was asked. Moreover, the interview was conducted before COVID-19, hence some unnecessary information for the IA such as the the "Year 10 program" can be found in the transcript. The main results of the interview, however, can be shortened as follows:

- Believes that the current equipment of the school is sufficient.
- Is happy with Fighting Fit Club's presence, was used by some teachers and students for fitness previously.
- Having concessions to replace PE lessons is not financially solvable by the school.
- However, a PE lesson concession during winter might be an opportunity because outdoor gyms cannot be used, meaning that they're lacking space.

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<sup>1</sup>See Appendix A for the transcript

### **2.5.2 Richard Robinson Interview**

<sup>2</sup>The consent for the recording of the transcript was asked. Moreover, the interview was conducted before COVID-19, hence some unnecessary information for the IA such as the the "Year 10 program" can be found in the transcript. The main results of the interview, however, can be shortened as follows:

- The director, Richard Robinson, focuses on the improvement of the PE department with continuous improvement.
- The current PE department lacks space, and more PE equipment for lessons is always welcome.
- Bringing students to the gym of FFC might be troublesome due to dangers of walking across road and can be costly using school bus
- A concession would fit the objectives of the school by promoting health and fitness

### **2.5.3 FFC Employee Interview**

<sup>3</sup>The consent for the recording of the transcript was asked, however, the permission was denied. Hence, summary to the questions asked were written in real time instead. The main results of the interview can be shortened as follows:

- FFC having concessions with other schools has been done before in Izmir.
- The business's mission and vision statement fits with Richard Robinson's mission and vision statement, that is to promote health.
- Would like to work with BISI again, has had experience with working in BISI
- The busiest times of the business include Mondays, Tuesdays, Thursdays and Fridays, when group lessons are offered.

### **2.5.4 Questionnaire Results**

The student questionnaire was created using Google Forms <sup>4</sup>. Because the interviews proved that having in-school lessons with the FFC is difficult, the questionnaire aimed to see whether a concession as an after

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<sup>2</sup>See Appendix B for the transcript

<sup>3</sup>See Appendix C for the interview summary

<sup>4</sup>The questions can be found in Appendix D

school club for both parents and students is possible. Hence, it was aimed to see whether potential customers would be satisfied with such a concession.

This graph shows whether the respondents would attend sports lessons with trained professionals in consideration with social distancing measures in school

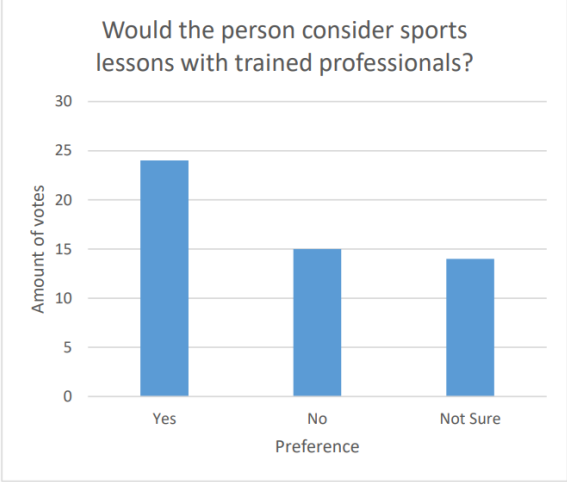


Figure 1: Would the person consider sports lessons with trained professionals?

This graph shows the days at which the respondents were most comfortable in attending the lessons on. The most popular choice was Wednesday, followed closely by Monday.

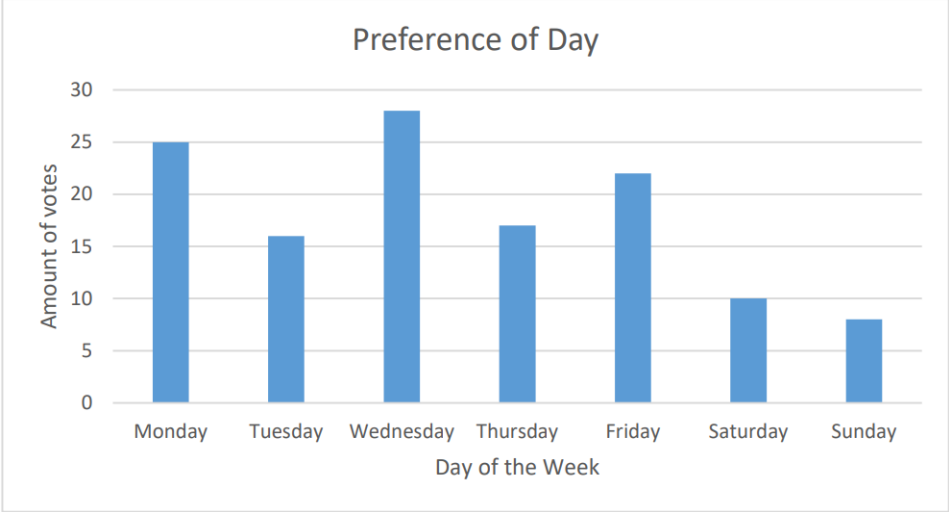


Figure 2: Preference of day

This graph shows the times at which the respondents were most comfortable in attending the lessons on. The time range of 15:00-16:30 was the most preferred. Similarly, 16:30-18:00 was the second most popular option.

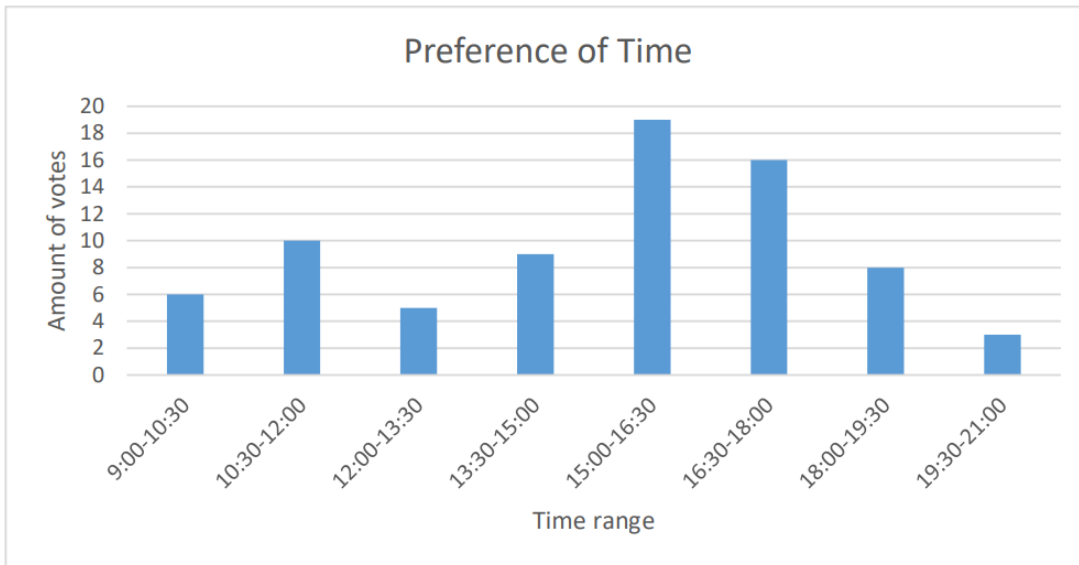


Figure 3: Preference of time

This graph shows the results of the questionnaire, for which was aimed at parents and students of the school. In the result below, the word "adult" is defined to be respondents who are at the age of 19+. Students were excluded in these results due to their dependency in finance and costs, even if their results were collected. The graph below shows that the most preferred cost range is 800 – 1000 TL.

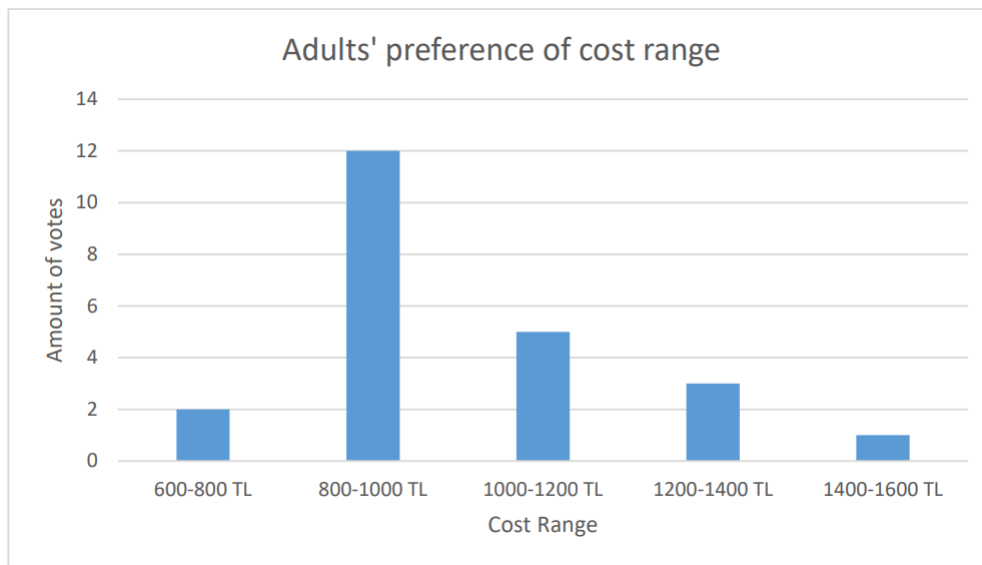


Figure 4: Adults' preference of cost range

This graph shows the relationship between age and sports preferences listed in the questionnaire. Kickboxing especially attracted younger individuals. Pilates, on the other hand, was preferred the most by older individuals. One person was also excluded from the results as they did not want to disclose their age.

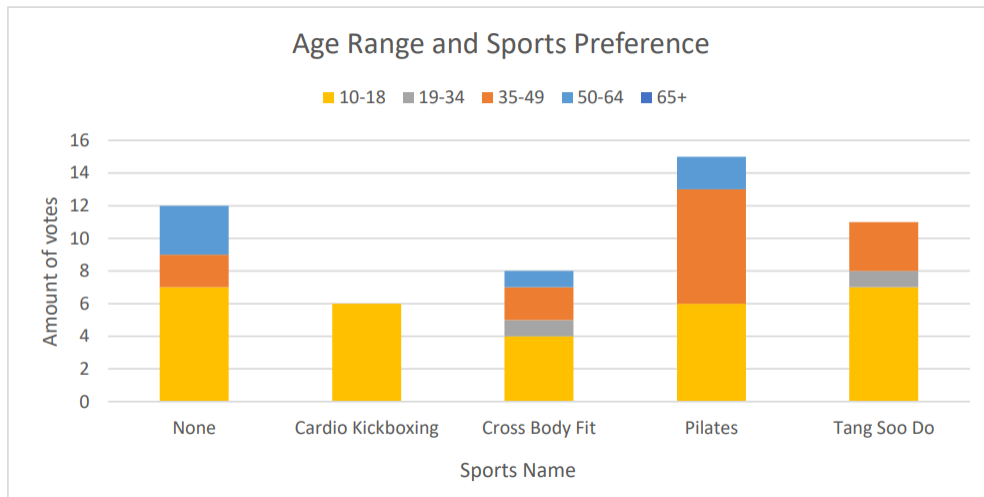


Figure 5: Age range and sports preference

This graph shows the relationship between gender and sports preferences listed in the questionnaire. Pilates was the most liked sports by the majority, with this majority mostly being female.

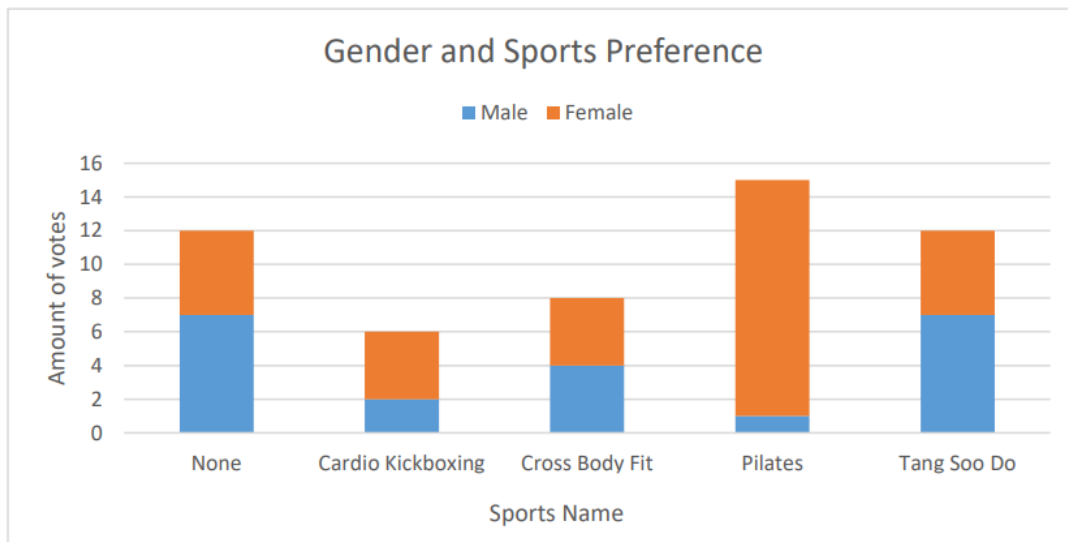


Figure 6: Gender and sports preference

## 2.6 Analysis and Discussion

### 2.6.1 Overview

Because the majority of people have chosen most popular time range to be within 15:00-16:30 and 16:30-18:00, the following analysis will be based upon the idea of implementing a concession using the school's gym and the FFC's own equipment for the private lessons as an after school club. The most safest COVID-19 area in the school is the outdoor football field due to the natural ventilation and large area for social distancing. It can approximately hold 60 customers.

### 2.6.2 Product Positioning Map

We will use the product positioning in an attempt to answer why a high portion of the respondents (22.6%) responded none, to find which audience FFC may be failing to appeal, if any.

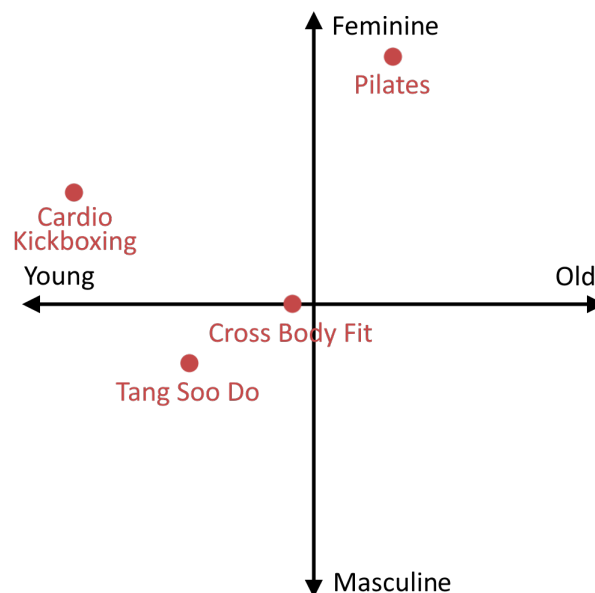


Figure 7: The product positioning map from survey results

After positioning from survey results, a lack of "masculine" and "old" sports is evidently missing. The introduction of a sport which can fit within the category of "old" and "masculine" can help gaining the missing potential customers. Moreover, from the statistics, the large portion of respondents who responded "None" are respondents are also mostly male and old, coinciding with our mapping. Hence we are looking for a new sport which can theoretically fit the following:



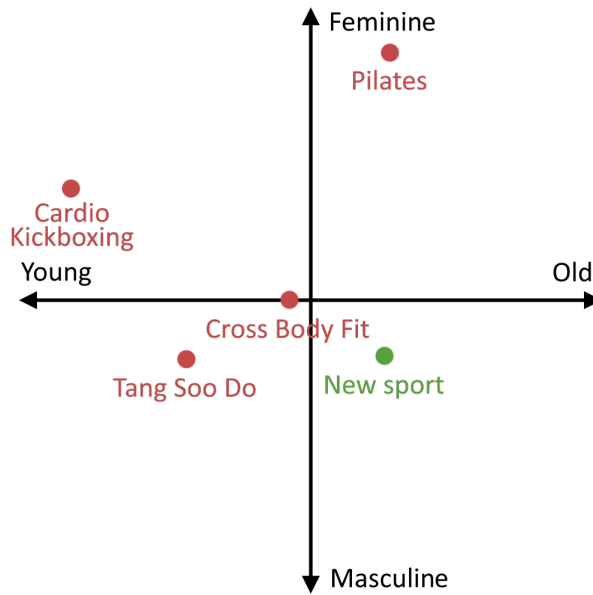


Figure 8: The product positioning map with the "new" sport

For which can result in a more possible successful concession between the FFC and the school, as it allows to cover a broader market.

### 2.6.3 Boston Consulting Group Matrix

The BCG matrix is a tool used for businesses to help decide which products or services are worth for further investment, allowing to plan future strategies (Stimpson & Smith, 2005, p.402). The BCG Matrix was constructed using local knowledge, information of available sports from competitor's website (MACFit Ormanada, 2021) in local region, and survey results.

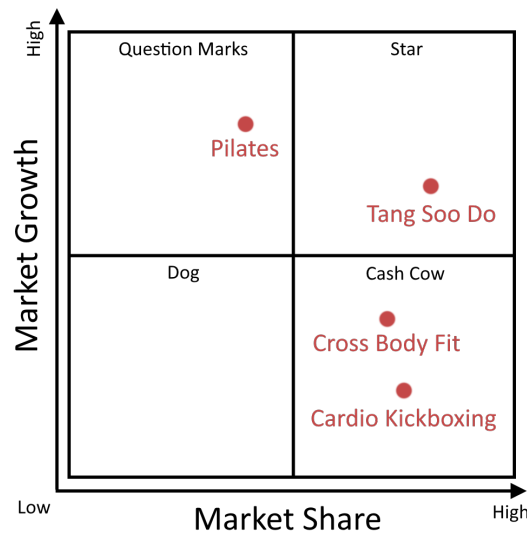


Figure 9: BCG Matrix for the sports

With pilates placed as a question mark as a result of high availability of the sport in the local MACFit gym, a concession with the school can ultimately increase the market share. This implies that there is potential for the sport to move onto the "Star" category, potentially increasing the revenue generated.

## 2.6.4 Marketing Mix

The purpose of the marketing mix is to find the right combination P's so FFC can gain and maintain advantage over MACFit in the concession (Lumen, n.d.). All price calculations will be done taking the samples from the survey of 53 respondents (9.8% response rate) and extrapolating them to a larger population. With the approximation of 181 secondary students and hence approximately 362 parents, there are 543 potential customers. Through survey results, extrapolating the result in Figure 1 yields us 246 potential customers.

### 2.6.4.1 Price

$i$	Price Range (TL)	% of adults who are willing to pay equal range or higher ( $x_i$ ) (3 significant figures)	Approximate amount of customers ( $y_i$ ) ( $y_i = 246 \times \frac{x_i}{100}$ ) (rounded to the nearest whole number)	Potential Revenue ( $z_i$ ) ( $z_i = \text{Mean price range} \times y_i$ ) (TL)	Potential Revenue with the limit of the football field (60 people or less) (TL)
1	600-800	100	246	172200	42000
2	800-1000	91.3	225	202500	54000
3	1000-1200	39.1	96	105600	66000
4	1200-1400	17.4	43	55900	55900
5	1400-1600	4.35	11	16500	16500

A 3 month revenue forecast suggests that the most profitable price range that FFC should choose is 1000 – 1200 TL, which brings in the most revenue out of all using the statistics from our survey. Hence, no pricing techniques such as pricing discrimination is required, as the range falls well within the business's current prices and is optimised for the concession.

### 2.6.4.2 Place

The location of the concession is the school. That is, from results in interviews with Christian Huegel and Richard Robinson who have highlighted that transportation, cost etc. to the gym of FFC is inconvenient, hence it is appropriate to offer lessons in the school. This option is convenient for FFC since the distance of both businesses is minimal. The most popular time ranges coincide with the time the school finishes (15:30), hence it is appropriate to hold lessons after school. This is also convenient for the customers, as

students and parents who pick up their children are given the option to attend lessons immediately after regular lessons. Lastly, the school is also in close proximity to MACFit Ormanada ( $\approx 100m$ ) which can in turn aid FFC to gain market share in the relative area.

#### **2.6.4.3 Product**

FFC's branding is designed to be viewed as high quality, hence the premium price. This makes stand out in comparison to MACFit, a generic chain of sports gyms and lessons, differentiating its services. The service offered by FFC clearly satisfies the created demand of a healthy lifestyle as seen in Figure 1.

#### **2.6.4.4 Promotion**

The promotion of the concession is not relatively required, which can save costs. Given that the reputation of FFC is held well within Richard Robinson and Christian Huegel, it is implied that FFC's reputation in school is well established among staff, which can extrapolate further into parents and students. Furthermore, promotion, although unnecessary, could be established in school at relatively no cost. This could be advertising through in-school posters, school weekly bulletins. In fact, the survey that was shared with students and parents is in a sense also advertisement suggesting of a possible re-concession.

### **2.7 Conclusion**

- A re-concession by utilising real time lessons of the school is inconvenient for the school.
- Both businesses overlap in their mission and vision statements with positive feedback from school staff, and thus a re-concession is likely.
- The concession may help the students' and parents' satisfaction with sports of the school, given that a large majority would consider attending professional lessons.
- There is a high demand for sports due to the declining fitness of individuals as a result of the pandemic, which is reflected within the surveys and is an advantage the FFC can take.
- There is a lack of an "old-masculine" sport which is causing a loss of potential customers and thus sales for the FFC.
- Pilates is a sport which can be considerably benefited with market share due to the concession, potentially making it a star.

- The price set by the FFC is appropriate and does not require any discriminatory pricing specific for the concession.

## **2.8 Recommendation**

- The FFC should look into having a concession with the school to take advantage of the COVID-19 pandemic. Both businesses can ultimately prove useful for each other.
- This concession should not consist of offering alternative PE lessons to students during classes
- This concession instead should consist of lessons offered after school, and should mainly focus on Pilates, Tang Soo Do and Cross Body Fit.
- The FFC should not change the price of their products
- The FFC should should introduce a sport which can appeal to the old and masculine market

## **2.9 Limitations**

- The total amount of respondents for the survey was low (53). More responses would yield to more accurate results.
- It is possible that the audience which answered the questionnaire are more enthusiastic about sports as a result of selective bias when choosing to answer. Hence, the uninterested population may be underrepresented.
- The statistical market share of FFC and its competitors is not known, hence judgment was used using local knowledge. Having statistical data of the market share would help for more accurate analysis.

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# Appendices

## A Christian Huegel Interview Transcript

Student: Hello Mr Huegel. I would first like to start by saying that I will be recording this interview in order to create a transcript in the end for my IA. Thus I am asking for your consent and permission to record. Is it okay with you?

Student: Do you believe that the current PE equipment provided by the school is adequate?

Christian Huegel: I think generally our PE department is generally good resourced. I think we have good resources. We have a lot of resources. Just recently we were getting a couple of sports academy people coming in such as basketball, handball and judo, and they have got some new resources as well. The money supplied for tear and wear stuff is okay, we definitely though need a new gym with the growing numbers of students.

Student: Okay, that is pretty interesting. What are some of the equipment you wish that the school had for PE lessons?

Christian Huegel: Yes, we have growing numbers now with the introduction of the national school, and in the winter now we have a scenario where for example the year 1s come into the gym and they are 49 students, and 49 students in that gym is what I would say is the limit, so we do split them to the small gym up here, where we can put 10, keep 40 down here. The other thing we definitely wanna have is the non-swimmer pool. We only have a pool which is deep, so for beginners it is not so suitable. One more thing we are desperate for is the basketball court upgraded. It could do with a roof, even if it doesn't have a roof the surface is so bad that nobody actually wants to use it.

Student: Right, it is made out of cement

Christian Huegel: Yeah, even the concrete isn't so bad but such a rough concrete, if you fall down you cut your skin open to the bones, and the solution is very cheap.

Student: So it is generally just unsafe

Christian Huegel: Yes

Student: Do you believe that lack of equipment limits the potential of students or even teachers?

Christian Huegel: I don't think the lack is due to the equipment we have, I think the lack is due to the amount of sports we offer. We have a maximum of 2 PE sessions in a week and year 10s along with 11s have a single session per week, whilst year 12s don't even have a PE session. I think it is a crucial and an important subject, we all have to live with our bodies for the rest of our lives and so I think creating an interest for

sports and being life time active is one of the most important things we can offer as a school.

Student: Have you heard about the Fighting Fit Club?

Christian Huegel: I have heard about it, and I do know it. Yes.

Student: If so, have you ever gone there and have an opinion on it?

Christian Huegel: I have been there several times, I have 2 daughters both of them that attend the Tang Soo Do classes. A lot of our students in fact take part in these classes, a lot of children are very happy with it. I can't really make a professional opinion about it, however, it seems that they are doing a very good job. I've only seen a few lessons. I also know that some of our teachers use the gym, and the facilities for me look good. We even took students there for a fitness course.

Student: What if Fighting Fit Club and the school established a concession in which during some, if not most PE lessons permanently (long-term), or at least temporarily (short-term) had an option of going to Fighting Fit Club for equipment and possibly lessons?

Christian Huegel: Yes, this is actually something we have started 2 years ago, however, it requires financial interest and is difficult to pay for everybody to go there. We do this for year 10s already, generally we would appreciate it if there was more involvement with them. How this is going to be financially reasonable or solvable I do not know.

Student: If such a concession was established, how would this affect you and the PE department in general?

Christian Huegel: Generally speaking, we would be doing our PE lessons in a nicer and a more professional environment. I do not think that our school should take over our PE lessons, this is a very big topic and lots of ifs what's when its going to happen. We as a PE department would be in favour of something like this, however. To add, I do not think that such a program could be established for longer than a few months per year because of the program that we offer. During the winter months, it would be brilliant. But for the whole year, it is not a suitable solution.

Student: How would this concession affect the motivation of the teachers?

Christian Huegel: I only think this is possible to do for a half-term, especially during January - February period with the ski trips, possibly until the Easter break. I don't think it would affect the workload that they would do.

Student: Do you think the better equipment would specifically motivate the teachers?

Christian Huegel: I personally believe that the teachers are already pretty motivated. Teachers volunteer to spend their weekends, extra time etc. for work. Generally, what we currently have as the PE department

and me as the PE head department I believe that everyone's currently quite motivated, although bringing in new stuff and ideas will possibly excite and possibly make it more interesting for them, instead of staying locked up in the same gym for 6 months, so such a change would obviously be a positive thing.

Student: Is there anything else that you would like to add?

Christian Huegel: The biggest issue we currently have right now is the facility and space during the winter as the national school was introduced recently. For the amount of teachers I believe we're okay. We have 3 PE teachers, scheduled for every lesson spread amongst 50 kids, which is around 16 for each teacher which is a very generous amount, however, having 50 students in a single gym is just too much. Having a swimming pool and not being allowed to use it because it is not 'safe' and I think we're the only PE department in the world which is not allowed to teach swimming. We have a policy which states that if a child is a non-swimmer, and since we don't have a beginner's swimming pool, we're not allowed to teach them at all.



## **B Richard Robinson Interview Transcript**

Student: Hello Mr Robinson. I would first like to start by saying that I will be recording this interview in order to create a transcript in the end for my IA. Thus I am asking for your consent and permission to record. Is it okay with you?

Richard Robinson: Yes.

Student: Okay, for the first question, what are your future plans for the PE department?

Richard Robinson: Well, as with all departments, the plan is that there will be continuous improvement of the department's quality.

Student: Do you believe that the current equipment is adequate?

Richard Robinson: It is adequate for some of the sports, but not for others, specifically the ones we do not offer. As everything, it could be improved.

Student: What are some of the equipment you wish that the PE department had?

Richard Robinson: I think it would be nice to have some proper gym equipment, however, we also need proper space for it which we lack.

Student: Like dumb bells for examples?

Richard Robinson: Yeah, like dumb bells and multi gym things. . .

Student: Do you believe that lack of equipment like these limits the potential of students and/or teachers?

Richard Robinson: I do not think it limits the potential, however, obviously having more equipment would be more beneficial.

Student: So would you like more equipment overall in PE?

Richard Robinson: Yep, having a higher range of equipment is obviously better just like any other educational department in our school.

Student: Have you heard of the Fighting Fit Club, and what do you think about it?

Richard Robinson: Yes, I've heard of it, I can see it from the class room window. I do not have an opinion on it, and I've never been there.

Student: If the FFC and the BISI established a concession, in which during some, if not most the PE lessons had an option going to FFC during lessons, or even vice versa, what would your opinion be on this?

Richard Robinson: This is already happening to an extent, we have this happening with the Year 10s. As well as some of the Friday activities

Student: So if there was a better concession established which included most of secondary during winter

for FFC, what would your opinion be on this?

Richard Robinson: Well as I said, the more options there are the better, the only issue with Fighting Fit Club that I see is that you have to cross the road which can be somewhat dangerous

Student: And if such a concession was to establish how would it affect you as the future Secondary Director?

Richard Robinson: I think the only issue we would have is the time tabling, if FFC can only take us during certain times then we will have to adapt and play around with the time table in the future.

Student: Would such a program align with the objectives of the school? Richard Robinson: Yes, definitely. If you read through the guiding statements, this is exactly the type of thing that we should be doing. To promote health, fitness etc.

Student: Okay, thank you. That was all I needed.

## C Interview with an FFC Employee

Please note that this interview was not recorded using a voice recorder unlike the others due to the comfort of the employee. However, the most crucial questions and answers were written instead in real time. Moreover, the questions and answers for the purpose of this IA were translated to English.

Student: Do you have a catalogue I could see?

Employee: Yes, here it is.

(The catalogue was scanned and attached into the pages below)

Student: How long is the business open for?

Employee: The business was established 8 years ago.

Student: Have you attempted to offer lessons in other establishments other than BISI?

Employee: Non other than the school in Istanbul, however, in Izmir there is currently one concession happening with another business.

Student: What is the business's mission and vision statement?

Employee: To offer cultural background and sports discipline to the customers, whilst promoting a healthy lifestyle.

Student: What kind of physical activities did you offer in BISI before? Employee: Tang Soo Do, Fitness and Functional Training

Student: Would you like to work with BISI again?

Employee: Yes, certainly

Student: When are the busiest times?

Employee: The busiest times follow to be the times at which we offer grouped lessons, that is, more specifically, during Mondays, Tuesdays, Thursdays, and Fridays.

At the end of the interview, phone number and email was exchanged with the employee if needed of further contact.

## Neden?

### TANG SOO DO

Tang Soo Do savunma sanatları eğitimi alan bir kişi; sadece fiziki ve teknik açıdan kendini geliştirmez. Alçak gönüllülük, disiplin, soğukkanlılık, saygı, sevgi ve fedakartık gibi özellikleri de gelişir. Ayrıca çocukların fiziksel ve zihinsel gelişimine katkıları vardır. Toplum bilinci, özgüven ve karar verme yeteneği gibi birçok özelliğini geliştirir.

Tang Soo Do federasyonluğumuz bünyesinde milli sporcular yetiştiriyoruz. Dünya çapındaki müsabakalarda madalya kazanma şansı veriyoruz.



## Neden?

### KICK BOKS

#### CARDIO KICKBOXS

Grup halinde yapılan Cardio Kickbox, enerji veren, heyecanlı, eğlenceli ve aynı zamanda vücuttaki fazla yağların yakılmasını sağlayan yepyeni bir spor. Yumruklar ve adımlar kullanılarak yapılan bu sporun süresi yaklaşık bir saat. Özellikle günlük hayatın stresinden kurtulmak isteyenlerin tercih ettiği bu spor ile hem deşarj olurken hem de kalori yakabiliyorsunuz.

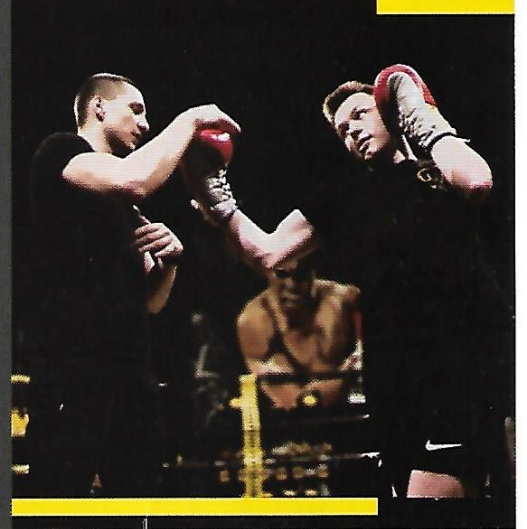
#### FFCHAMPIONSHIPS

FFC, bünyesinde Türkiye'nin ve Dünya'nın birçok ülkesindeki en elit kickboks sporcularını barındıran, düzenli olarak Dünya'nın bir çok ülkesinde profesyonel kickboks sporcularına değer kazandırarak her yıl düzenli olarak organizasyonlar yapmaktadır. Talents, olarak altyapıdan genç yetenekleri keşfederek geleceğin şampiyonlarını yetiştiriyor.

#### FFC LADIES

FFC LADIES, yetenekli profesyonel kadın sporcuları keşfetmek ve dünya çapındaki kick boks organizasyonlarına katılmalarını sağlamak amacıyla Türkiye'de bir ilke imza attı.

Kadının gücünü göstermek için düzenlediği organizasyonlarda Dünya'nın birçok ülkesinden sadece kadınların yer aldığı Kickboks turnuvaları düzenliyor.



## Neden?

### PİLATES

Pilates egzersizlerinin temel amacı zihin-beden bütünlüğünü sağlamaktır. Verimli bir çalışma için her egzersizde nefese ve hareketlerin doğru yapılmasına odaklanılır. Pilates vücudun merkezini (core) güçlendirip, denge ve koordinasyonu artırarak stresi azaltmaktadır.

Pilates ve reformer pilates (aletli pilates) iskelet artmasında, esneklik kazanmak ve daha güçlü bir omurgaya sahip olmak için yapılmalıdır. Haftada en az 2 gün antrenman rutininizde yer almalıdır.

Pilates yaş grubu fark etmeksizin her yaşta bireyin yapması gereken bir sistemdir.

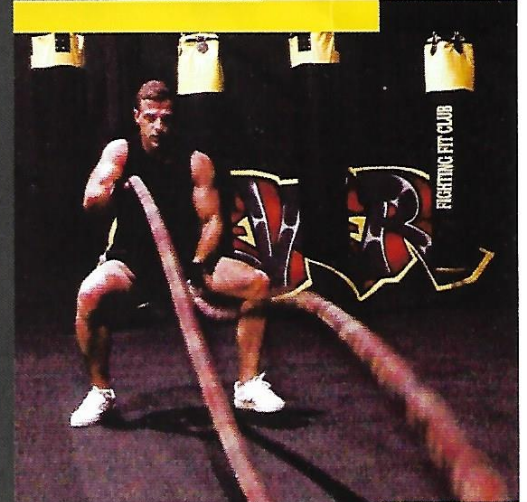


## Neden?

### CROSS BODY FIT

Cross Bodyfit sporunun en iyi avantajı, yapılan antrenmanların kısa sürede vücutta kendini göstermesidir. Hergün farklı bir antrenman programı ile çalışılması bu sporun bir diğer özelliğidir. Crossbody Fit, nabzın yüksek derecede kalarak antrenmanların olabildiğince atik bir şekilde tamamlanmasını hedefler.

Metabolizmanın hızlanması ve aktive edilen hormonların sonucu ile düşük yağ oranı ile birlikte daha atletik bir vücut yapısına sahip olunur.





**FIGHTING FIT CLUB**  
SPORT COMPLEX

**Training Schedule**  
www.fightingfitclub.com

SUN/PAZAR	MON/PAZARTESİ	TUES/SALI	WED/ÇARŞAMBA	THU/PERSEMBE	FRI/CUMA	SAT/CUMARTESİ
	10:00am C. Kickboxing Ladies Only 1	10:00am C. Kickboxing Mix Group		10:00am C. Kickboxing Ladies Only 1	10:00am C. Kickboxing Mix Group	
	11:00am C. Kickboxing Mix Group	11:00am C. Kickboxing Ladies Only 2		11:00am C. Kickboxing Mix Group	11:00am C. Kickboxing Ladies Only 2	11:00am Tang Soo Do 5-6 Age
	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 5-6 Age	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 6-9 Age	13:00 Talents
	18:00 Tang Soo Do 10-15 Age	18:00 Tang Soo Do 10-15 Age	18:00 Crossbody Fit Group 2	18:00 Tang Soo Do 10-15 Age	18:00 Tang Soo Do 10-15 Age	14:00 Crossbody Fit Group 2
	19:00 Tang Soo Do 15-18 Age	19:00 Kickboxing 10-15 Age	19:00 Talents	19:00 Tang Soo Do 15-18 Age	19:00 Kickboxing 10-15 Age	15:00 C. Kickboxing Group 1
	20:00 Tang Soo Do Adults	20:00 C. Kickboxing Group 2	20:00 C. Kickboxing Group 1	20:00 Tang Soo Do Adults	20:00 C. Kickboxing Group 2	
	21:00 C. Kickboxing Group 3	21:00 Crossbody Fit Group 1		21:00 C. Kickboxing Group 3	21:00 Crossbody Fit Group 1	

Pilates dersleri için resepsiyondan özel randevu alınız.

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info@fightingfitclub.com



**FIGHTING FIT CLUB**  
SPORT COMPLEX

## Membership

LESSON	ANNUAL	6 MONTHS	3 MONTHS	PERSONAL TRAINING
TANG SOO DO	3.300 TL	1.800 TL	1.050 TL	10 HOURS 2.000 TL
CARDIO KICKBOXING	3.300 TL	1.800 TL	1.050 TL	20 HOURS 3.500 TL
CROSSBODY FIT	3.300 TL	1.800 TL	1.050 TL	30 HOURS 5.000 TL
PILATES				10 HOURS 1.200 TL
TALENTS	3.300 TL	1.800 TL	1.050 TL	

**KAYIT İÇİN GEREKLİ EVRAKLAR:** 1 adet vesikalık fotoğraf ve Nüfus cüzdanı fotokopisi

Üyelik Kaydı yapıldıktan sonra size verilen manyetik kart ile ders saatlerinizde salonumuza giriş yapabilirsiniz. Kartlarımız sadece üyelik yapan kişilere aittir. Kartın ikinci kişilere kullanılması veya devredilmesi mümkün değildir. Kartınızın ikinci bir kişiye kullanılmasının tespit edilmesi durumunda hiçbir hak talebi olmaksızın üyelğiniz tek taraflı iptal edilir.

## D Online Questionnaire

I am a...

1. Student
2. Parent
3. Staff

I am a...

1. Male
2. Female

I am ... years old

1. 10-18
2. 19-34
3. 35-49
4. 50-64
5. 65+
6. Prefer not to say

With the declining fitness of individuals due to the ongoing pandemic, would you consider coming to school with social distancing measures to do sports with trained professionals?

1. Yes
2. No
3. Not sure

From these choice of sports, I would be interested in seeing the following

1. Tang Soo Do
2. Cross Body Fit

3. Pilates
4. Cardio Kickboxing
5. None

However, out of the options available, I am especially interested in

1. Tang Soo Do
2. Cross Body Fit
3. Pilates
4. Cardio Kickboxing
5. None

Which of the following week days would you find suitable for sports lessons in school?

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday

Between which hours would be most suitable for you?

1. 9:00-10:30
2. 10:30-12:00
3. 12:00-13:30
4. 13:30-15:00
5. 15:00-16:30



6. 16:30-18:00

7. 18:00-19:30

8. 19:30-21:00

Which pricing would you find suitable for your most interested sport? (Consider this price to be a recursive price for 3 months, otherwise, if chosen Pilates, please consider 10 hour worth of lessons instead)

1. 600-800 TL

2. 800-1000 TL

3. 1000-1200 TL

4. 1200-1400 TL

5. 1400-1600 TL