

4.6 The Extended Marketing Mix



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4.6 THE EXTENDED MARKETING MIX: ASSESSMENT

Read the case study below and answer the questions that follow.

GIRL POWERED



It is easy to smile on the second pushup

Girl Powered is a health and fitness club located in Chicago. It is a woman's only gym and has a variety of different programmes and classes, and upmarket facilities including saunas and spas. Health and fitness instructors and dieticians can tailor classes, programmes and diets to best match their clients' goals and aspirations.

The club has performed well over the last two years but now faces competition from

two clubs, Wellness and Glides, which have just opened. Wellness has been particularly successful and has attracted a number of customers from Girl Powered.

Girl Powered has responded positively to this new competition by adopting the following strategies:

- Introducing a friendship group membership schemes (a group of friends can sign up at a discounted rate and have classes specifically designed for them). This strategy has proved to be especially popular with its Muslim members.
- Achieving price leadership with special discounted personal trainers and sports masseurs being made available to cost-conscious clients, with a strategic partnership being formed with a local training college.

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- Mother-daughter memberships.
- 'SummerFun' classes, outside in a nearby park (weather permitting, of course).
- Opening a café and retailing food and nutritional supplements.

The management of Girl Powered believe that this new customer-orientated approach, which targets health and fitness for the whole family, will give the club a unique selling point and enable it to stand out from the competition.

Source: www.BusinessManagementIB.com

25 MARKS, 45 MINUTES

1. Distinguish between the marketing mix and the extended marketing mix for services
[7 marks]
2. Explain the importance of delivery processes such as those associated with aerobic and sports fitness classes, by Girl Powered to its clients
[4 marks]
3. Evaluate the importance of employee-customer relationships in the marketing of Girl Powered
[7 marks]
4. Evaluate the importance of tangible physical evidence in the marketing of Girl Powered
[7 marks]