



INCREASE CUSTOMER REACH
THROUGH EFFECTIVE USE OF E-COMMERCE

*A well-defined Internet strategy will increase customer reach
and thereby increase revenue.*

OUR CLIENT

Integrated Management Services (IMS) completed an engagement with a fast-growing chain of fitness clubs.

OBJECTIVES

The original goal of the engagement was the replacement of an aging web site. Initial discussions however established the potential of a more aggressive strategy to increase customer satisfaction, enhance competitiveness, and position the company for a higher-value IPO as a clicks and mortar enterprise.

APPROACH

IMS developed a vision statement for a two to three year horizon and created a road map that was used to guide the rapid-cycle development of the web site. IMS then selected industry best practices, analyzed competition, facilitated brainstorming, and defined a differentiated business approach for fitness. This approach extends club services into the home and workplace using the Internet as the communication artery and vehicle for electronic commerce and service delivery.

In parallel with the development of an encompassing vision, IMS quickly assembled a project team to design, develop, and deploy a new web site that was the first step of a repeating six-month cycle of progress toward the ultimate goal. The web is now completed and fully functional.

RESULTS

The new site provides access to membership information, class schedules, locations and reservations, club news, and a storefront for nutrition supplements and vitamins. Future versions will extend the store to clothing and fitness equipment, add personalized fitness information and education, and will provide personal activity plans, schedules, and tracking.

WHO WE ARE

Since 1988, IMS has specialized in fast growth companies and companies under new management. Our industry leading professionals works with businesses that need significant improvements in IT capabilities or a complete IT turnaround, domestically and/or worldwide. The IMS team has extensive executive level experience in Fortune 500 companies in diverse industries.

IMS' core capabilities focus on retail, direct sales, consumer goods, and business services industries. Additionally we work with the private equity community performing due diligence and assisting in complete IT turnarounds. We partner with companies at the executive level to insure processes, IT strategic and implemented solutions are business driven and aligned with critical business objectives. IMS is based out of California and the New York tri-state area.

We Understand Business.

Leverage Technology.

Get Results.

