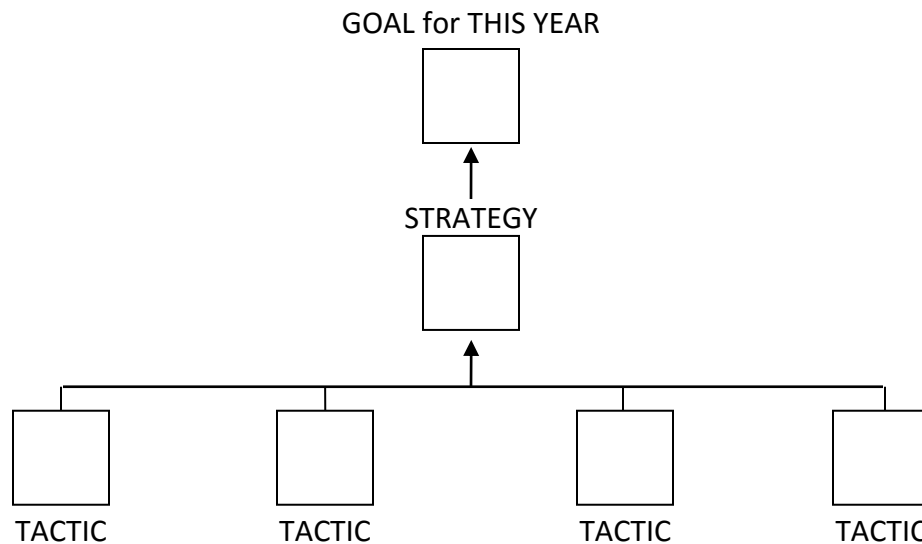
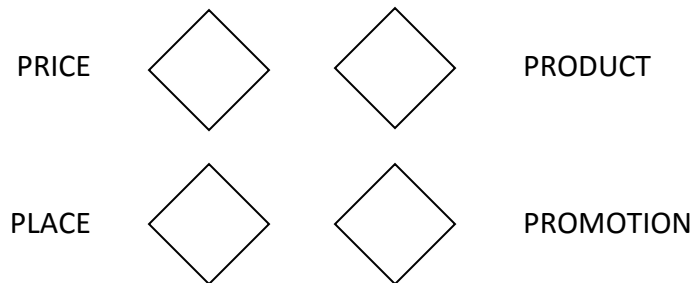


FIT FOR SUCCESS

Directions: To complete a health club's annual marketing plan, place the letter of the correct phrase in the box or diamond.



MARKETING MIX ELEMENTS



Phrases for Goal, Strategy, Tactics:

- A. Visit the new neighbors, handing out coupons for one free visit.
- B. Sell 25 new memberships this year.
- C. Call the new neighbors to let them know about the health club's services.
- D. Mail information to the new neighbors.
- E. Introduce health-club services to the many new neighbors.
- F. Find out who the new neighbors are.

Phrases for Marketing Mix Elements:

- G. Offer modern fitness programs.
- H. Allow new members to sign up online.
- I. Display a big sign on the health-club building.
- J. Offer one month free with a year's membership.