

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Diploma in Global Fitness Franchise Strategy

Executive Level



LAPT — London Academy of Professional Training

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Reference FT-FBC-E • Health & Fitness Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FT-FBC-E
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Cross-Cultural Leadership 5 chapters · 6 classes 65 marks	
• 1 Understanding Cultural Dimensions in Global Fitness Markets — 6 classes › 1.1 Exploring Cultural Dimensions in Global Markets › 1.2 Analyzing Hofstede's Cultural Dimensions Theory › 1.3 Identifying Cultural Differences in Fitness Communities › 1.4 Evaluating the Impact of Culture on Leadership Styles › 1.5 Developing Cross-Cultural Communication Strategies › 1.6 Integrating Cultural Awareness into Fitness Franchise Strategies • 2 Cross-Cultural Communication and Leadership Styles • 3 Strategies for Building Inclusive and Multicultural Teams	• 4 Navigating Cultural Challenges in Franchise Expansion • 5 Cultural Competence in Franchise Marketing and Customer Engagement
2 Financial Strategy and Performance 0 chapters 65 marks	

3

Franchise Business Modelling

5 chapters · 30 classes

85 marks

• 1 Understanding Franchise Business Models in the Fitness Industry — 6 classes

- › 1.1 Exploring the Basics of Franchise Models in the Fitness Industry
- › 1.2 Identifying Core Components of Successful Fitness Franchises
- › 1.3 Analyzing Revenue Streams in Fitness Franchise Models
- › 1.4 Comparing Global Examples of Fitness Franchise Models
- › 1.5 Understanding Legal and Regulatory Considerations in Fitness Franchises
- › 1.6 Applying Business Model Concepts to Create a Franchise Strategy

• 2 Strategic Planning for Fitness Franchise Success — 6 classes

- › 2.1 Understanding Strategic Planning in Fitness Franchises
- › 2.2 Analyzing Market Trends and Competitive Landscape
- › 2.3 Identifying Corporate Strengths and Weaknesses
- › 2.4 Setting Achievable Goals and Objectives
- › 2.5 Developing a Comprehensive Business Strategy
- › 2.6 Implementing and Monitoring Strategic Plans

• 3 Financial Management and Profitability in Fitness Franchises — 6 classes

- › 3.1 Understanding Financial Statements for Fitness Franchises
- › 3.2 Identifying Key Revenue Streams in Fitness Franchising
- › 3.3 Analyzing Operational Costs in Fitness Franchise Models
- › 3.4 Enhancing Profitability through Strategic Financial Management
- › 3.5 Implementing Budgeting Techniques for Financial Control
- › 3.6 Evaluating Financial Performance for Sustainable Growth

• 4 Brand Development and Marketing Strategies for Fitness Franchises — 6 classes

- › 4.1 Understanding Brand Identity in Fitness Franchising
- › 4.2 Analyzing Market Trends in the Fitness Industry
- › 4.3 Crafting Unique Value Propositions for Fitness Brands
- › 4.4 Developing Integrated Marketing Strategies for Fitness Franchises
- › 4.5 Leveraging Digital Marketing Channels to Enhance Brand Visibility
- › 4.6 Measuring Marketing Impact and Franchise Brand Growth

• 5 Legal and Compliance Considerations in Fitness Franchising — 6 classes

- › 5.1 Understanding the Legal Framework for Fitness Franchises
- › 5.2 Identifying Key Compliance Requirements
- › 5.3 Assessing International Legal Variations
- › 5.4 Analyzing Franchise Disclosure Documents
- › 5.5 Evaluating Liability and Risk Management
- › 5.6 Implementing Compliance Strategies in Operations

4

Global Market Analysis

5 chapters · 30 classes

65 marks

• 1 Understanding Global Fitness Market Dynamics — 6 classes

- › 1.1 Exploring Key Trends in Global Fitness Markets
- › 1.2 Identifying Major Players and Competitive Landscapes
- › 1.3 Understanding Consumer Behavior Across Regions
- › 1.4 Analyzing Economic Factors Influencing Fitness Industry
- › 1.5 Evaluating Technological Advancements in Fitness
- › 1.6 Applying Market Analysis to Franchise Strategy Development

• 2 Analyzing Competitive Strategies in International Fitness — 6 classes

- › 2.1 Understanding Global Fitness Market Dynamics
- › 2.2 Identifying Key Competitors in International Markets
- › 2.3 Evaluating Competitive Strategies in Fitness Franchising
- › 2.4 Analyzing Market Positioning and Differentiation Tactics
- › 2.5 Assessing the Impact of Cultural Differences on Strategy
- › 2.6 Applying Competitive Analysis to Global Expansion Plans

• 3 Evaluating Economic and Regulatory Influences — 6 classes

- › 3.1 Understanding Economic Indicators in Global Markets
- › 3.2 Analyzing Regulatory Frameworks Affecting Fitness Franchises
- › 3.3 Identifying Key Economic Trends Impacting the Fitness Industry
- › 3.4 Evaluating the Role of Trade Policies in Market Expansion
- › 3.5 Assessing the Influence of Exchange Rates on Global Operations
- › 3.6 Applying Economic and Regulatory Insights to Strategic Planning

• 4 Technology Integration and Innovation in Global Fitness — 6 classes

- › 4.1 Understanding the Role of Technology in Fitness Franchising
- › 4.2 Exploring Digital Transformation in Global Fitness Markets
- › 4.3 Analyzing Emerging Fitness Technologies and Trends
- › 4.4 Evaluating the Impact of Wearable Tech on Fitness Engagement
- › 4.5 Integrating Smart Technologies for Operational Efficiency
- › 4.6 Crafting Innovation-Driven Strategies for Competitive Advantage

• 5 Strategic Expansion and Market Entry Strategies — 6 classes

- › 5.1 Understanding Strategic Expansion Frameworks
- › 5.2 Analyzing Emerging Markets for Entry Opportunities
- › 5.3 Evaluating Competitive Landscapes and Barriers
- › 5.4 Identifying Profitable Market Entry Modes
- › 5.5 Developing a Risk Mitigation Plan for Expansion
- › 5.6 Implementing and Monitoring Market Entry Strategies

5

Innovative Marketing Strategies

0 chapters

85 marks

6

Regulatory Compliance

0 chapters

65 marks

