

# **WAIST- TRIMMING HULA HOOP HOOPFIT**

**Waist Trimming  
Hula Hoop:  
Marketing  
Strategy for  
HoopFit**



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# SMART SENSOR WAIST-SLIMMING HULA HOOP



## EXECUTIVE SUMMARY

People are tired of getting out of the routine of their daily work and getting into another routine while exercising. For this reason, the hula hoop has recently become a popular fitness trend for waist correction, although it has been an exercise tool that has been around for centuries. At this point, people will give a chance to our product hulahop, which is not only a fun and effective way for waist thinning, but also speaks for itself with its quality. They will lose a few centimetres from your waist in a short time with a HopFit offered to you in the right size and weight, which is all you need to do this exercise.

## PRODUCT

Introducing the amazing Waist Slimming Hulahop: HoopFit! Thanks to the smart sensors placed inside HoopFit, it follows the user's movements and creates a special training program for them. In this way, the user's performance is monitored and guides them to reach their goals. This product is designed to help you get a firm waist and improve your overall fitness level. It is made of polypropylene (PP) to make it long-lasting and lightweight. Therefore, it is easy to use and ideal for both beginners and advanced fitness enthusiasts.

Our product is durable and long-lasting using polypropylene and exhibits an environmentally friendly approach by avoiding the use of plastic commonly used in hula hoops. It has adjustable weight attachments for comfort and ease of use and removable parts for easy storage. Although every body type is considered, there are small options for experienced users and larger options for beginners. In addition, care has been taken to ensure that the surface is completely smooth to facilitate ease of use.

# MARKETING GOALS

## SMART FRAME

### Specific:

- The target audience of HopFit will be women.
- The product is designed for women who want to lose weight by burning fat around the waist.
- The product will be popular among fitness enthusiasts and women who like to do sports at home.
- The waist-slimming hula hoop will be available on digital platforms and in fitness accessory stores.
- Marketing activities will include social media advertising, influencer marketing, and digital PR.

### Measurable:

- The product will be offered for sale for 500 TL and 1000 units will be produced monthly.
- Within 6 months, we aim to sell 6000 units.
- For every 1000 units sold, the production cost is fully covered.
- At the end of 6 months, our target is to offer 24 different color options.

### Reachable:

- We will offer the product to customers by collaborating with digital platforms and fitness accessory stores.
- We plan to set a monthly and annual budget for marketing activities and advertise in the right channels to reach the target audience.

### Related:

- Timing is important because the summer months are approaching and people will start making preparations to lose weight.
- The fitness trend has become popular in recent years and doing sports at home has also increased. Therefore, the marketing potential of the waist-slimming hula hoop is high.

### Time Limited:

- Our daily target is to sell a minimum of 30 units and a maximum of 50 units.
- After 3 months, a new version of the product will be released, improved in line with user feedback.



MISSION  
DECLARATION

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HOOPFIT: THE  
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# SWOT ANALYSIS

## STRENGTHS

- Our HoopFit product has great market potential as it is aimed at popular sports activities such as yoga and fitness.
- Our product has distinctive features with its add-on and detachable weights and smart sensor.
- Since our product is available in digital markets, it has access to a wide range of customers.
- Our product is in demand by many customers, so the sales potential of our product is high.
- The high-quality material and detachable parts of our product stand out.

## WEAKNESSES

- HoopFit may not appeal to customers other than our target audience of yoga and fitness enthusiasts.
- The cost of the product is higher compared to other hula hoops, which may be a weakness in terms of price competitiveness.

## OPPORTUNITIES

- As HoopFit is a popular product for yoga and fitness enthusiasts, we can tap into a growing market in these areas.
- Thanks to our active and popular digital platforms, we can easily introduce our product to our target audience and thus increase our sales.
- Our product is characterized by its size diversity, adjustable weight, and smart sensor features.

## THREATS

- Low-priced competitors may gain an advantage in price competition and attract our customers.
- Newly developed similar products may attract the attention of our customers and reduce our sales.
- Increased competition may reduce our market share and require higher costs to promote our product.

# Market Research

In line with this data, for the product to differentiate and stand out from other hula hoop products, it is important that smart sensor-supported exercises are offered and that these exercises can be personalized according to the needs of the customers. The name and slogan of the product should also reflect these features.



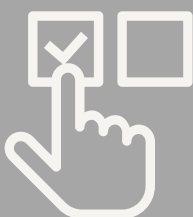
With the popularisation of fitness, the number of people interested in fitness and sports has increased. Therefore, the demand for exercise equipment has also increased.



The fitness products market is large and competitive. For this reason, selling in digital markets allows products to reach a large audience.



Since the price of the product is at an acceptable level considering the features offered, it is not considered that the price will affect the purchase decision.



Color options and ease of use are appreciated by customers. For this reason, personalized products increase customer experience and create customer loyalty.

# Market Research

## Target Audience

Our target group is women aged 25-55 who want to stay healthy and fit and are looking for fun and innovative ways to keep fit. They are willing to pay a higher-than-average price for this. They mostly work and live in urban areas. Our research shows that this segment is very interested in fitness trends and tends to try new products that promise quick results.

## Target Audience - Persona



Job Title

Department Manager

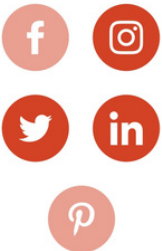
Age

35 to 44 years

Highest Level of Education

Associate degree (e.g. AA, A

Social Networks



Industry

Bank

Organization Size

51-200 employees

## Eve

### Preferred Method of Communication

Enter text here

### Tools They Need to Do Their Job

- Email
- Project Management
- Reporting Software
- Accounting and Bookkeeping System
- Cloud-Based Storage & File Sharing
- Employee Scheduling Software
- Business Intelligence Dashboards

### Job Responsibilities

People management, coordination, planning

### Their Job Is Measured By

KPI Performance

### Reports to

Their supervisor

### Goals or Objectives

Strategy, communication, managing

### They Gain Information By

Conferences

### Biggest Challenges

- Communication
- Problem Solving & Decision Making
- Professional Development
- Employee Morale
- Navigating Client Relationships & Communications
- Project Management & Disorganization

# Competitor Analysis



We can say that there are very few competitors in Turkey for innovative products such as hula hoops with waist thinner and smart sensors. However, there are already many products and brands in the sports and fitness market. These products may include fitness equipment, sportswear and footwear, digital fitness apps, yoga equipment, treadmills, and bicycles, etc. Therefore, the competitors in the Turkish sports and fitness market for the waist-slimming hula hoop with smart sensors may also include such products and brands. However, as the product has a remarkable differentiating feature along with innovative features and ease of use, it has a high potential to gain a good position in the market.

## According to these, we can divide the competitor market into two:

1. Leading brands in the sector with high market share: F45, Barry's Bootcamp, World Class, MACFit, SmartFit.
2. Brands that offer products and services for those who want to exercise at home: Nike Training Club, Adidas Training, Under Armour, Reebok Fitness, Fitwell, and Home Fitness.

# MARKETING STRATEGY



Our product is called HopFit. The personal exercise trainer is lightweight and fun to use. Intelligent sensor technology analyses movements and creates a personalized exercise strategy tailored to the fitness level. HopFit is lightweight, ensuring maximum comfort and minimum discomfort during use.

We will leverage various online platforms such as Amazon, Trendyol, and Hepsiburada and our website that caters to health and fitness enthusiasts. We will also partner with fitness studios and gyms to increase visibility and attract interested customers. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn will be great ways to reach the target audience.

Our marketing message will highlight the unique value proposition, focusing on the personalized exercise regime, lightweight design, and smart sensor technology. After several suggestions, we settled on the following tagline: "The Smart Hulahop, HopFit". As marketing material, it was suggested that the top 10 people from the target audience who submitted exercise videos would be given a gift before the product was launched and their experiences would be videoed by them and advertisements would be created from these videos.

The price of our product has been set at 500 TL, in line with the unique value proposition of the product and the perspective of the target audience.

As a result, we will create a sales strategy that includes engaging with identified potential target segments through personalized outreach, showcasing demos and samples, creating advertising with first-hand experience, and encouraging early adopters. Sales staff will be trained to ensure they provide the best customer service and fulfill the customer's specific needs.

## Budget

Monthly: 500.000

Annual: 6.000.000

Production, distribution, research, management, and consultancy costs, as well as broader marketing activities such as high-budget advertising campaigns, sponsorships of popular sporting events, print and television advertising.