
Original article

Operational management of a fitness club

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Abstract. *Fitness center managers in Russia and the Far East, as well as the managers of organizations in other areas, face the problem of ineffective operations. Regional features such as remoteness, cultural diversity, and climatic conditions can affect the competitiveness of fitness services. Solutions to the problem can lie in the internal environment of the organization, including improving the management system and the activity planning system. In most Russian organizations, and fitness centers are no exception, tactical planning and the control and motivation of activities tied to it are carried out over relatively long time periods: a month, a quarter, a half-year, a year. However, in the conditions of the Far East, where a rapidly changing economic and social situation requires flexibility, the relevance of shorter-term planning increases. In the article, the authors present the results of testing the weekly operational management system in the activities of fitness centers in Russia. In particular, it is shown that it allows fitness industry organizations to expand their client base, increase sales revenue, and ensure an increase in salaries for employees responsible for sales. The findings may be of interest to managers of fitness centers in Russia and the Far East, in particular, those interested in improving the efficiency of management activities.*

Keywords: *ioperational management, week, fitness club, efficiency*

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