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INTERNATIONAL | ESTABLISHED

Gold's Gym

LG Electronics



Changing contours

BEING THE MOST TRUSTED NAME IN THE FITNESS INDUSTRY, GOLD'S GYM IS ALL SET FOR AN EXPANSION DRIVE.

In 1965, Joe Gold opened a small bodybuilding gym one city block from Muscle Beach, California. Bodybuilders from Muscle Beach soon found an inside haven at Gold's Gym and it soon became known as 'The Mecca of Bodybuilding'. In 1977, Gold's Gym received international attention with the release of the movie 'Pumping Iron' starring Arnold Schwarzenegger. The company started its licensing programme in the early '80s in the US and then went international.

As part of the company's travel pass facility, members have access to all the 680+ Gold's Gyms worldwide. Gold's Gym stands for result and has been an authority in fitness for over 40 years.

Gold's Gym started its operations in India 2002, with a 14,000 sq.ft gym facility at Nepean Sea Road, Mumbai.

India plans

In the year 2003, Gold's Gym introduced the franchising model in India. Istayak Ansari, Vico President, Gold's Gym India says, "Gold's Gym India has 47 franchisees across 26 cities in India."

The company plans to open 15 gym facilities in the coming years. Globally, the company has presence in the US, India, Australia, Bahamas, Canada, Cyprus, Czech Republic, Dominican Republic, Egypt, Finland, Germany, Guam, Honduras, Indonesia, Italy, Japan, Mexico, Peru, Philippines, Puerto Rico, Qatar, Russia, Singapore, South Korea, Taiwan, Thailand, Ukraine, the UK, Virgin Islands, Argentina, Bangladesh, Malaysia and Mariana Island.

Established in: 1965
Entered India in: 2002
Started franchising in: 2003
Area required: 6,000 to 12,000 sq.ft
Investment required: Rs 150 to 400 lakh

The company also provides pre-opening support and post-gym launch support to its franchisees.

Making life good

GUIDED BY ITS 'CUSTOMER FIRST APPROACH', LG DEVISES INNOVATIVE WAYS TO SERVE ITS CONSUMERS' AFTER SALES SERVICE NEEDS, PROVIDING AN OPPORTUNITY TO PROSPECTIVE FRANCHISEES.

LG Electronics Inc. is a global leader and technology innovator in consumer electronics, home appliances and mobile communications. LG Electronics India Pvt. Ltd (LGEIL) is a wholly owned subsidiary of LG Electronics, South Korea.

Apart from having an impressive portfolio of consumer electronics, home appliances, GSM mobile phones and IT products, LGEIL has been making every effort to satisfy customer needs with its diverse service schemes. Following the tradition, LG has launched LG '211'.

'211' essentially means that the customer would get a call back from the after sales service centre within two hours. Within a day, an expert would visit the customer within an hour of the promised time.

India plans

LG has a strong franchise network of more than 1,000 franchisees and plans to expand its franchise network in 2009 by adding 100 more franchised outlets. The company is looking for franchisees in Mumbai, Delhi, Kolkatta, Chennai and Goa.

Talking of the assistance provided by LGEIL to its franchisees, Santosh Das, Head Customer Service, LGEIL says, "We provide them intensive support and guidance for setting up and running the franchise operation. LG also assists its franchisees in hiring and training their employees apart from day to day help in troubleshooting.

At LGEIL, franchisees are partners for their respective areas. LGEIL franchisees provide world class services to customers and get adequately paid for their efforts, as they get return on investment within 12 to 18 months.

Established in: 1958
Entered India in: 1997
Started franchising in: 2000
Area required: Carpet area of 1,000 sq.ft to 1,500 sq.ft
Investment required: Rs 10 to 15 lakh

