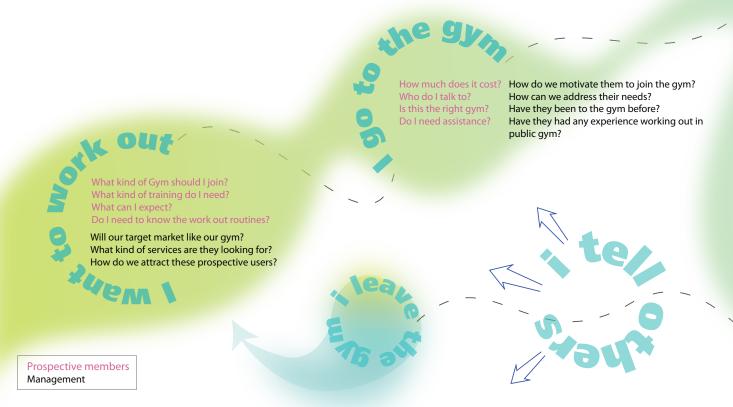
Appendix 2





What services do they offer?
What is the incentive of joining a gym?
Am I comfortable in this atmosphere?
Do I need a trainer?
What equipment do I need?

How do I use the equipment?
Can I get assistance?
What incentives does the gym offer me

What incentives does the gym offer me? How long do I need to work out for? Are there others like me who are members?

Will they renew their membership?
Are they satisfied with the service we offer?
Will they recommend others to join?
How much value are they getting from their experience using the gym facilities?