

# JOE WEIDER FITNESS GYMS

## A NEW FRANCHISE PROGRAM IN THE HEALTH & FITNESS INDUSTRY

By C.B. Harris

**J**oe Weider, the head of a multimillion-dollar international health and fitness empire, creator of the Mr. Olympia contest and the man who brought Arnold Schwarzenegger to the United States, the Master Blaster and Trainer of Champions since 1936, is now becoming a player in the multibillion-dollar health club industry.

Joe Weider has tossed around the idea for a chain of Joe Weider Fitness Gyms for years. One reason he has resisted the lure of the health club industry is that it requires a laser-sharp focus, and he just hasn't had the time. He has been busy publishing four magazines (including *Muscle & Fitness*) and developing and marketing exercise equipment and nutritional supplements.

That's why he hired Mike Hays, former President of ProBody Fitness, Inc., to establish and oversee an international chain of Joe Weider Fitness Gyms. Current and future gym owners will be able to align themselves with Joe Weider Fitness Gyms, maximizing their profits and maintaining a steady business by associating themselves with the Weider name — a name synonymous with total fitness. According to industry sources, Weider Health and Fitness controls an estimated 35 percent of the food supplement market and a large percentage of the home-fitness-equipment market.

"We are looking for qualified business professionals who can carry this industry into the 21st century with the traditions and values established by the Weider organization," said Mike Hays, President of the newly-established Weider Management Services, Inc. "We offer a quality support system that deals with business plans and on-going management



Joe Weider (Left) with Communications Director Scott Hays (Center) and President Mike Hays of Weider Management Services, Inc.

techniques."

The International Franchise Association defines franchising as a method of distributing products or services in which the franchisor (Weider, in this case) lends

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his trademark, name and "business system" to the franchisee. The Weider system provides step-by-step procedures for every aspect of the gym business.

Whether it's accounting and financing, personnel management, purchasing or inventory control, the franchisor is there to provide hands-on, one-on-one consultation.

To that end, Weider Management Services, Inc. has put together a package of consulting services for start-up clubs, and another one to help existing clubs build back to their original life, vigor and activity. This strategy will help maintain quality control by using a team of Weider experts.

Here are just a few of the services that every Weider gym owner will enjoy:

- The full-strength marketing savvy of the Weider organization.
- Access to the very latest in sports technology, research methods and exercise science.
- Discounted prices on Weider fitness equipment, nutritional supplements, clothing lines and accessories.
- The promotional and advertising backing of the mightiest bodybuilding and fitness magazines in the world: *Muscle & Fitness*, *Flex*, *Men's Fitness* and *Shape*. *Muscle & Fitness* alone has a circulation in excess of 627,000, by far the largest in its field.

Over the next five years, Joe Weider Fitness Gyms is planning to open approximately 100 gyms in California. The gyms will range in size from 10,000 to 20,000 square feet and will be located in community or neighborhood shopping centers and/or free-standing facilities. A vanilla shell and ample parking are required. Lease terms will be 5 to 10 years with options to renew.

Because the Weider name is synonymous with the health and fitness industry, the addition of a Joe Weider Fitness Gym will add instant recognition to any shopping center.

For information on California sites, call Jeff Rothbard or David Eaton (714) 851-9114; for sites outside of California, call Frank Greer (405) 354-0472.