

**International Baccalaureate**

**Internal Assessment**

**Research Proposal**

---

## **Business Management**

- Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy? -

---

Candidate #

Research Proposal Word Count: 495

**Intended Audience:** CEO of Fighting Fit Club, Head of PE Department (Christian Huegel), Head of Secondary (Richard Robinson).

# 1 Research Proposal

## 1.1 Research Question

Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?

## 1.2 Rationale

Fighting Fit Club (FFC) is service business with a new facility found in Istanbul, Sarıyer. Conveniently, its location is near British International School Istanbul (BISI). It is around 5 kilometers away, that is, a 10 minute drive. A recent survey conducted by the school suggests that parents are most unsatisfied with the Physical Education provided by the school in comparison to other subjects (66 respondents).

Please rate the quality, pace and focus of the online lessons

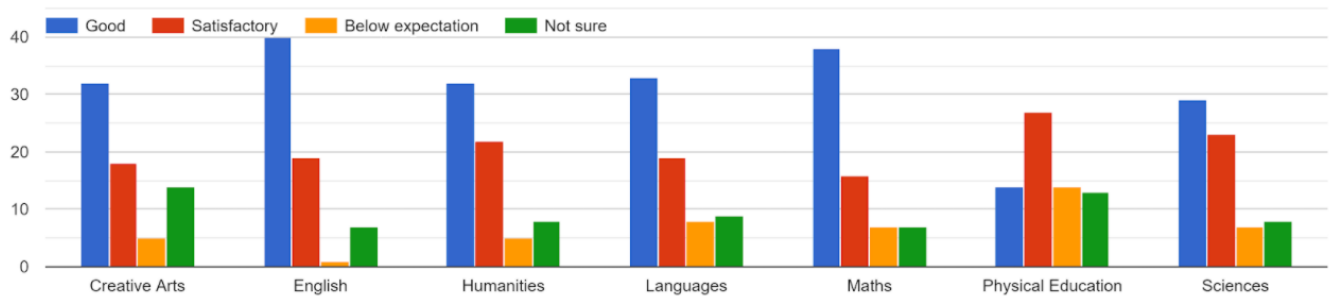


Figure 1: Survey result for the question "Please rate the quality, pace and focus of the online lessons" (Robinson, 2020)

Evidently, maintaining a healthy lifestyle was shown to be a challenge for the vast majority (that is, students, staff and parents) because of the strict lock downs announced by the government. Today, these restrictions are less strict and selective groups are being called to school physically. Moreover, given that FFC and BISI have already established a very short concession pre-pandemic which was mainly targeted to students, this may be shown beneficial for both businesses to see whether such a concession is possible again, however, now taking account new specialised features such as newly offered sports, new target markets (parents and staff) and new safety measurements.

### 1.3 Questionnaire/Survey/Interview Audience and Plan

People/Organisation	Reason
CEO/Employee of FFC	Inflict opinion on such a possible concession. Does the current research link with the objectives of FFC?
Head of PE Department (Christian Huegel)	His opinion on how positively and negatively such a concession might affect the PE Department, the objectives of the PE Department
Students	Their opinion as the main customer base on an access to a premium gym
Head of Secondary (Richard Robinson)	His opinion on how such a concession would affect the school's image, whether it meets the school's objectives

Table 1: Group of people that will be interviewed and/or be surveyed

### 1.4 Areas of Syllabus Covered

1.3 Organisational Objectives

4.2 Marketing Planning

4.4 Market Research

4.5 4Ps - Price, Place, Product, Promotion

### 1.5 Primary Research

- Interview with the CEO or an employee of Fighting Fit Club
- Questionnaire for students from years 7-13
- Interview with the Head of Secondary
- Interview with the Head of PE Department

### 1.6 Secondary Research

- Fighting Fit Club Website - Mission and Vision statements, objectives, sources for contacting
- MACFit Website - Information for availability, type of sports
- Cambridge Business Management Textbook - tools, information

- British International School Website - Mission and Vision statements, objectives

### 1.7 Possible Difficulties

Possible Problems	Possible Solutions
The CEO of Fighting Fit Club or employee might not disclose the information that I am seeking	Other factors will be considered when making the decision
The CEO of Fighting Fit Club or employee might have a busy schedule, thus I might not be able to interview them	A scheduled time is necessary through phone, email etc. to guarantee a place or a spot and time to speak and disclose the information required
Not enough answers for the PE Questionnaire	Ask teachers to inform about the questionnaire and add it to the weekly bulletin to raise awareness

Table 2: Possible problems and solutions

### 1.8 Action plan

Unfortunately, due to COVID-19, the original plan and Gantt chart was delayed by a large amount, with a huge break between February and October. Therefore, there are 2 Gantt charts, one for which is initial (January-February) and the later (October-December) to show reflect upon these modifications.

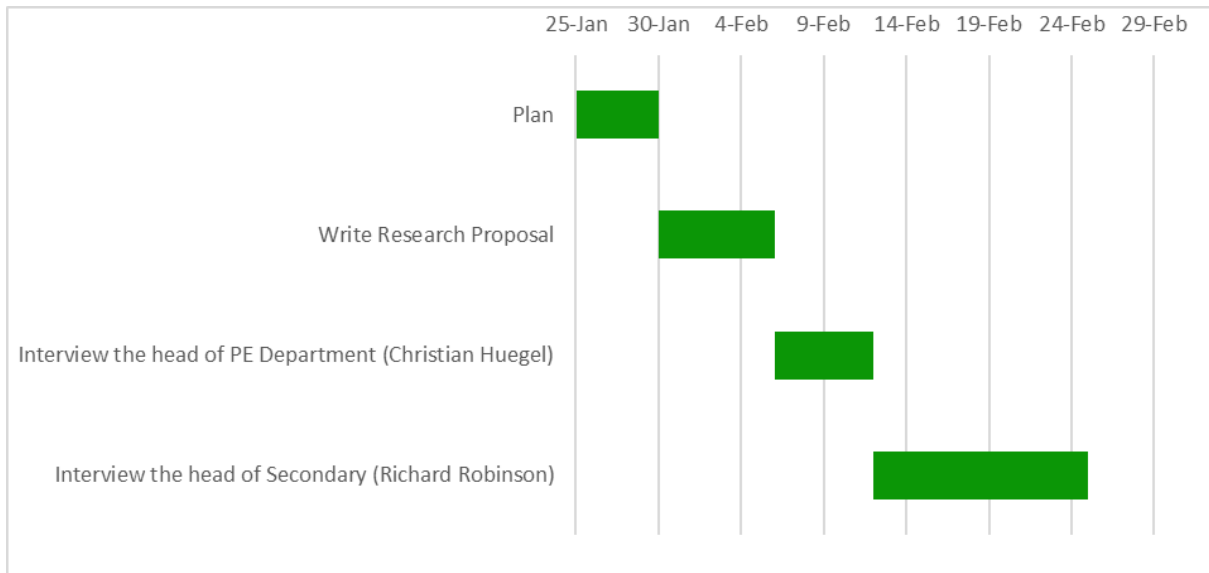


Figure 2: (Part 1 of 2) Gantt chart from January to February

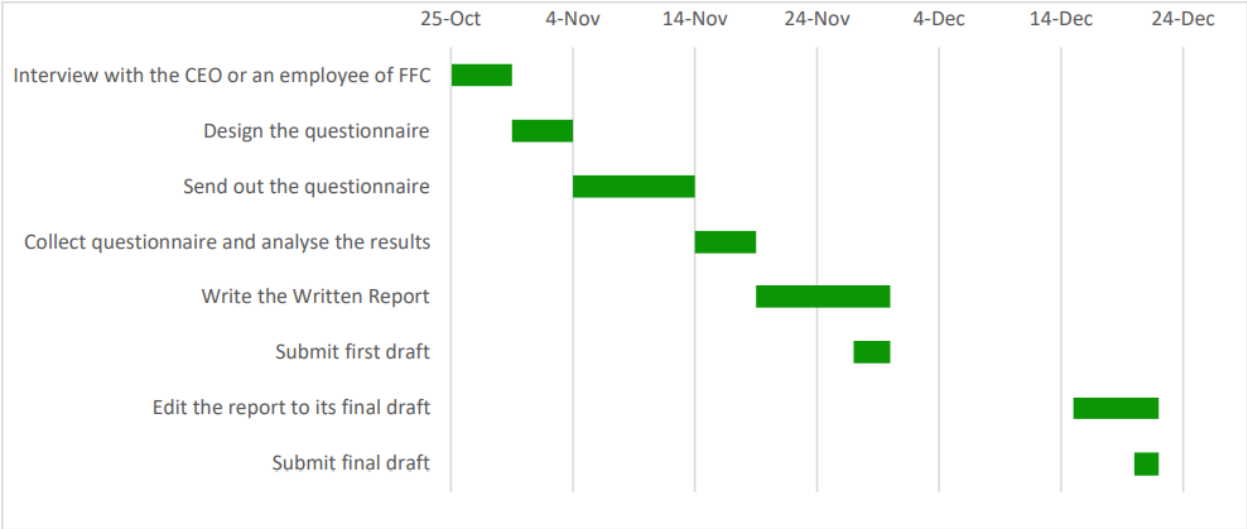


Figure 3: (Part 2 of 2) Gantt chart from October to December

**International Baccalaureate**  
**Internal Assessment**  
**Written Report**

---

**Business Management**

- Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy? -

---

Candidate #

Written Report Word Count: 2232

Execute Summary Word Count: 198

**Intended Audience:** CEO of Fighting Fit Club, Head of PE Department (Christian Huegel), Head of Secondary (Richard Robinson).

# 1 Acknowledgments

I would like to acknowledge the following individuals and groups who have helped me writing this Internal Assessment:

- Michael Leaver, the Business Management teacher, for his effort, advice, and support in writing this Internal Assessment;
- Richard Robinson, the head of Secondary, for his time and effort in the interview;
- Christian Huegel, the head of Sports Department, for his time and effort in the interview;
- The FFC employee for her time and effort in the interview;
- Parents and students for their time and effort in answering the online questionnaire.

# Contents

- 1 Acknowledgments**
  
- 2 Written Report** **1**
  - 2.1 Executive Summary . . . . . 1
  - 2.2 Introduction . . . . . 1
  - 2.3 Research Question . . . . . 2
  - 2.4 Methodology Employed . . . . . 2
  - 2.5 Main Results and Findings . . . . . 2
    - 2.5.1 Christian Huegel Interview . . . . . 2
    - 2.5.2 Richard Robinson Interview . . . . . 3
    - 2.5.3 FFC Employee Interview . . . . . 3
    - 2.5.4 Questionnaire Results . . . . . 3
  - 2.6 Analysis and Discussion . . . . . 7
    - 2.6.1 Overview . . . . . 7
    - 2.6.2 Product Positioning Map . . . . . 7
    - 2.6.3 Boston Consulting Group Matrix . . . . . 8
    - 2.6.4 Marketing Mix . . . . . 9
      - 2.6.4.1 Price . . . . . 9
      - 2.6.4.2 Place . . . . . 9
      - 2.6.4.3 Product . . . . . 10
      - 2.6.4.4 Promotion . . . . . 10
  - 2.7 Conclusion . . . . . 10
  - 2.8 Recommendation . . . . . 11
  - 2.9 Limitations . . . . . 11
  
- References** **12**
  
- Appendices** **13**
  
- A Christian Huegel Interview Transcript** **13**



<b>B Richard Robinson Interview Transcript</b>	<b>16</b>
<b>C Interview with an FFC Employee</b>	<b>18</b>
<b>D Online Questionnaire</b>	<b>21</b>

## **2 Written Report**

### **2.1 Executive Summary**

The Fighting Fit Club (FFC) used to be in a concession with British International School Istanbul (BISI), until the COVID-19 outbreak set curfews and lock downs. However, this has been seen as a possible opportunity that FFC can take due to the declining quality of fitness and health of individuals. This led to the research question "Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?"

Primary research was conducted using interviews with various notable employees of both businesses. An interview was sent out to parents and students to further investigate sports interests of potential customers. Multiple different possibilities of re-concession were taken into account: in gym during class, in school during class or out of school clubs. To analyse the research outcome the 4Ps, BCG Matrix, and the product positioning map were used.

In conclusion, both the school and FFC can benefit from each other. The FFC should re-establish a concession with the school by introducing after school clubs by prioritising Pilates, Tang Soo Do and Cross Body fit in ranked order. Lastly, it is worth considering to introduce a new sport which can appeal to the old and masculine market.

### **2.2 Introduction**

Fighting Fit Club (FFC) is a newly established (2012) sole-trader sports complex business with three sports halls located in various provinces of Turkey. The FFC Istanbul sports hall is conveniently located next to an International school, giving various opportunities for FFC to establish concessions. Before the pandemic, FFC offered lessons of Tang Soo Do, Fitness and Functional Training inside the school in after school sessions, most of which were targeted at the students, teachers and the parents of the students. However, due to the COVID-19 pandemic, lockdowns and curfews were initiated which resulted in the end of the concession between the school and FFC. On the contrary, the end of the concession may also be a beginning of an opportunity: with the increasing lockdowns and curfews, individual fitness and health has become a topic of everyone's concern. This became further evident with the results of the school's Physical Education quality. Hence, this Internal Assessment will explore whether a re-concession would be profitable for both sides (otherwise a concession is impossible since an agreement must be introduced from both parties), whether it meets the values of both businesses, and how the FFC should ultimately be re-

introduced to the school's target market to effectively stimulate FFC's growth as a business, to gain an upper hand against its competitor MACFit.

### **2.3 Research Question**

Should Fighting Fit Club and British International School Istanbul re-establish a concession as a growth strategy?

### **2.4 Methodology Employed**

A total of four primary researches were conducted for this Internal Assessment. Three of these were interviews, one was an online questionnaire sent out to the students. The aim of the interviews was to get detailed answers in regards to sustained values of the businesses, their opinion on each others' businesses, and opinion with regards to several possibilities of a re-concession (e.g. through integration of FFC in PE lessons in school, or in FFC's sports hall with their equipment, or after school). The online questionnaire was aimed to extract students' and parents' interest and opinion on various possible sports, individual availability and safety concerns due to COVID-19.

### **2.5 Main Results and Findings**

#### **2.5.1 Christian Huegel Interview**

<sup>1</sup>Please note that the consent for the recording of the transcript was asked. Moreover, this interview happened before COVID-19, hence some information that is unnecessary such as the the "Year 10 program" can be found in the transcript. The main results of the interview, which are extracted for the purpose of this IA, can be shortened as follows:

- Believes that the current equipment of the school is sufficient.
- Is happy with Fighting Fit Club's presence, was used by some teachers and students for fitness.
- Having concessions to replace PE lessons is not financially solvable by the school.
- However, a program with such a concession during winter may be spectacular because outdoor gyms cannot be used, meaning that they're lacking space.

---

<sup>1</sup>See Appendix A for the transcript

### **2.5.2 Richard Robinson Interview**

<sup>2</sup>Please note that the consent for the recording of the transcript was asked. Moreover, this interview happened before COVID-19, hence some things such as the FFC being present with "Friday activities" can be found in the transcript. The main results of the interview, which are extracted for the purpose of this IA, can be shortened as follows:

- The director, Richard Robinson, focuses on the improvement of the PE department with continuous improvement.
- The current PE department lacks space, and more PE equipment for lessons is welcome.
- Bringing students to the gym of FFC might be troublesome, as it may be dangerous if done by walking or can be costly with bus, as well as time consuming
- A concession would definitely fit the objectives of the school by promoting health and fitness

### **2.5.3 FFC Employee Interview**

<sup>3</sup>Please note that the consent for the recording of the transcript was asked, however the permission was denied. Hence, summary to the questions asked were written in real time instead. The main results of the interview, which are extracted for the purpose of this IA, can be shortened as follows:

- FFC having concessions with other schools has been done before in a city called Izmir.
- The business's mission and vision statement fits with Richard Robinson's mission and vision statement, that is to promote health.
- Would like to work with BISI again, has had experience with working in BISI
- The busiest times of the business include Mondays, Tuesdays, Thursdays and Fridays, when group lessons are offered.

### **2.5.4 Questionnaire Results**

The student questionnaire was created using Google Forms <sup>4</sup>. Because the interviews proved that having in-school lessons with the FFC difficult, the questionnaire mostly aimed to see whether a concession as a

---

<sup>2</sup>See Appendix B for the transcript

<sup>3</sup>See Appendix C for the interview summary

<sup>4</sup>The questions can be found in Appendix D

club for parents and students to be possible. This questionnaire was aimed to see whether potential customers would be satisfied with a concession between FFC and the school outside school lessons. This graph shows whether the respondents would attend sports lessons with trained professionals in consideration with social distancing measures in school

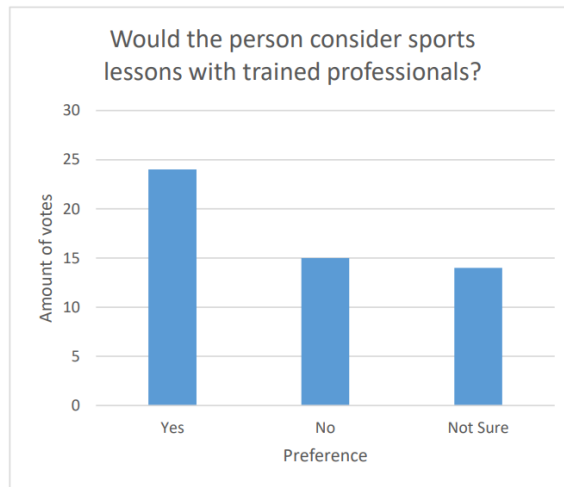


Figure 1: Would the person consider sports lessons with trained professionals?

This graph shows the days at which the respondents were most comfortable in attending the lessons on. The most popular choice was Wednesday, followed closely by Monday.

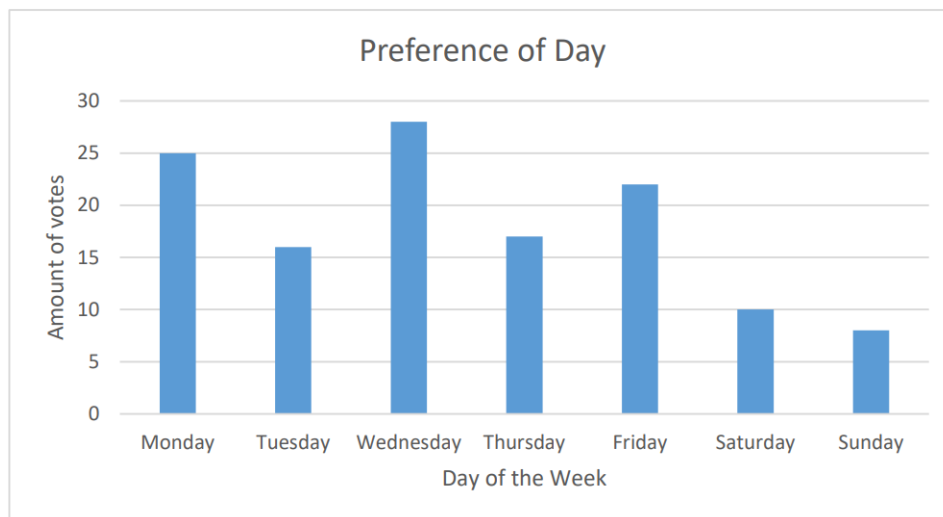


Figure 2: Preference of day

This graph shows the times at which the respondents were most comfortable in attending the lessons on. The time range of 15:00-16:30 was the most preferred, and this is also within the time at which regular school ends (15:30). Similarly, 16:30-18:00 was the second most popular option.

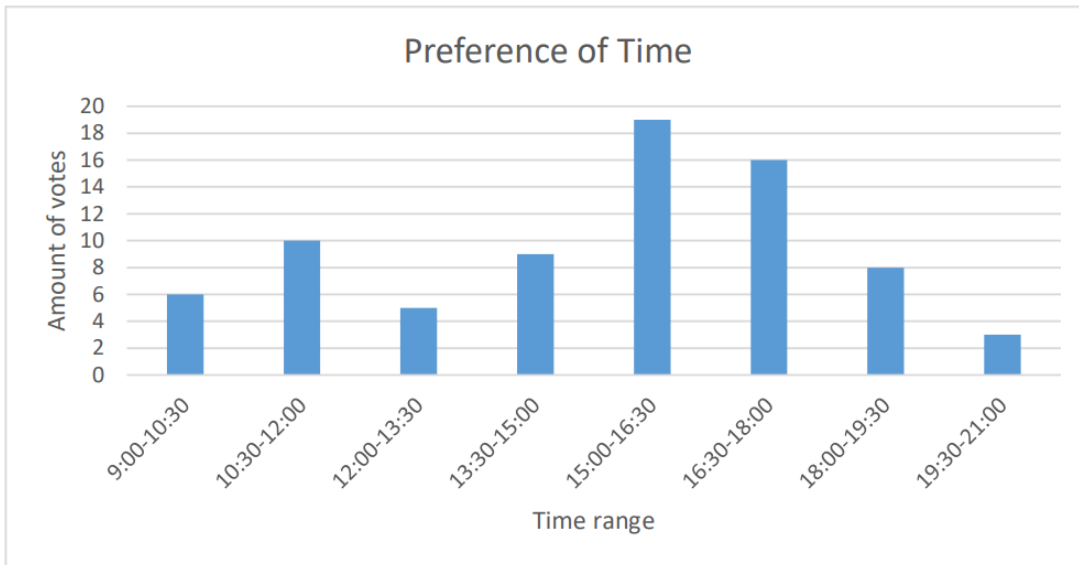


Figure 3: Preference of time

This graph shows the results of the questionnaire, for which was aimed at parents and students of the school. In the result below, the word "adult" is defined to be respondents who are at the age of 19+. This is also the same group of people who have answered the survey to be parent and staff. Students were excluded in these results due to their dependency in finance and costs, even if their results were collected. The graph below shows that the most preferred cost range is 800 – 1000 TL.

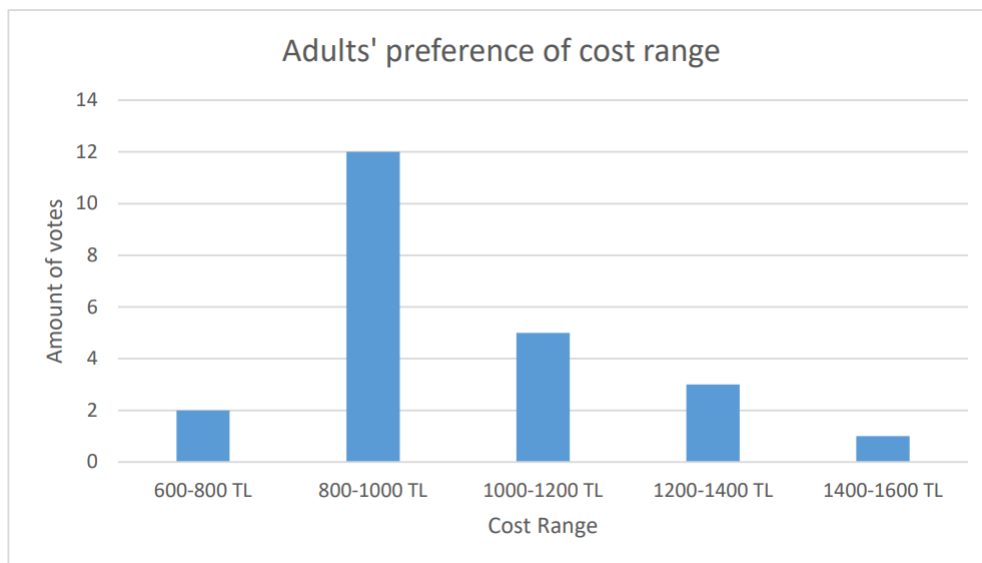


Figure 4: Adults' preference of cost range

This graph shows the relationship between age and sports preferences listed in the questionnaire. Kickboxing especially attracted younger individuals. Pilates was preferred the most by older individuals, whilst cardio kickboxing was preferred by younger individuals only. Furthermore, one person was excluded from

this graph as they did not want to disclose their age.

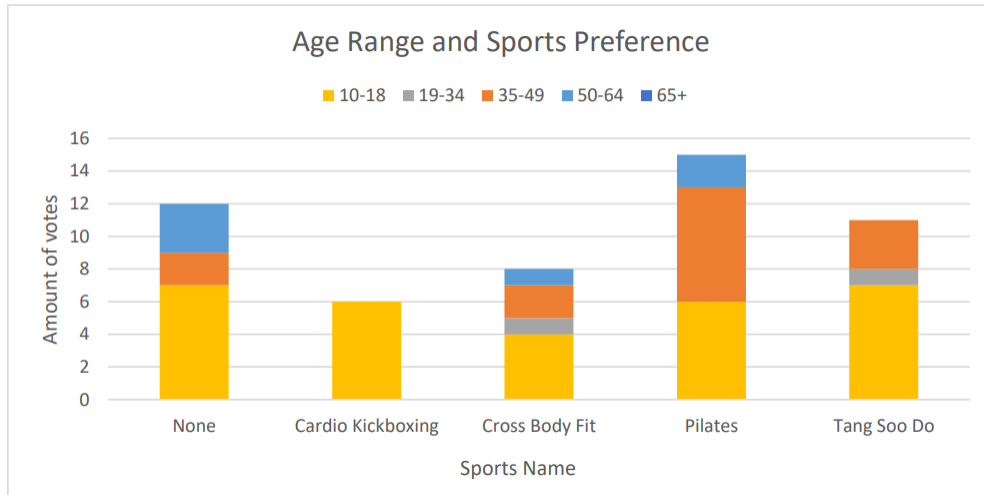


Figure 5: Age range and sports preference

This graph shows the relationship between gender and sports preferences listed in the questionnaire. Pilates was the most liked sports amongst the majority, but the majority of Pilates voters are also female.

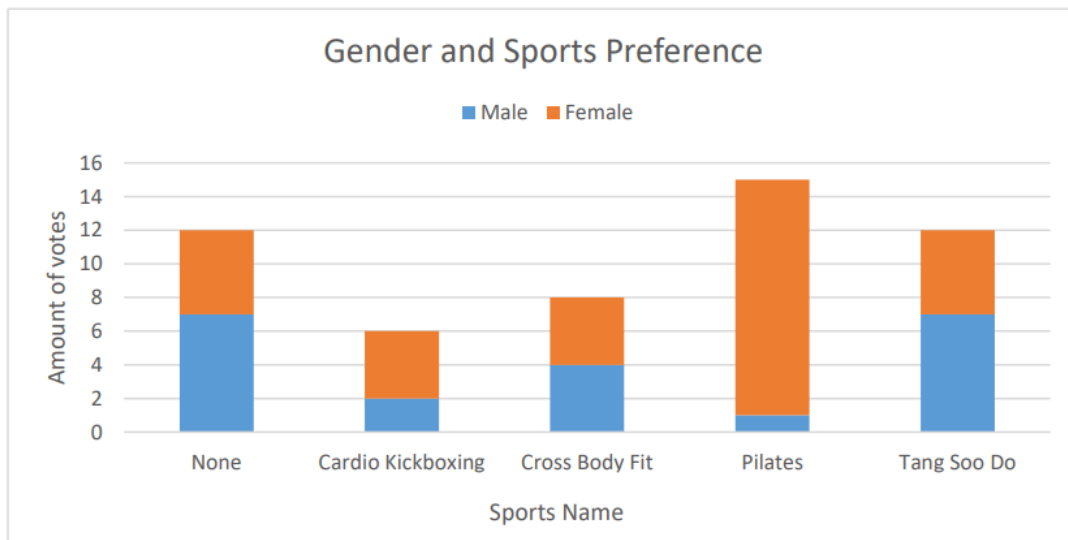


Figure 6: Gender and sports preference

## 2.6 Analysis and Discussion

### 2.6.1 Overview

Because a majority of people have chosen most popular time range to be within 15:00-16:30 and 16:30-18:00 which is approximately the time when school ends, all of the following analysis will be based upon the idea of implementing a concession using the school's gym for space, and the FFC's own equipment for the private lessons. The most safe in the school is the outdoor football field due to the natural ventilation and large area for social distancing. The football field can approximately have around 60 customers.

### 2.6.2 Product Positioning Map

We will use the product positioning in an attempt to answer why a high portion of the respondents (22.6%) responded none for which sport they were ultimately interested in, and find through the product positioning map which audience FFC may be failing to appeal.

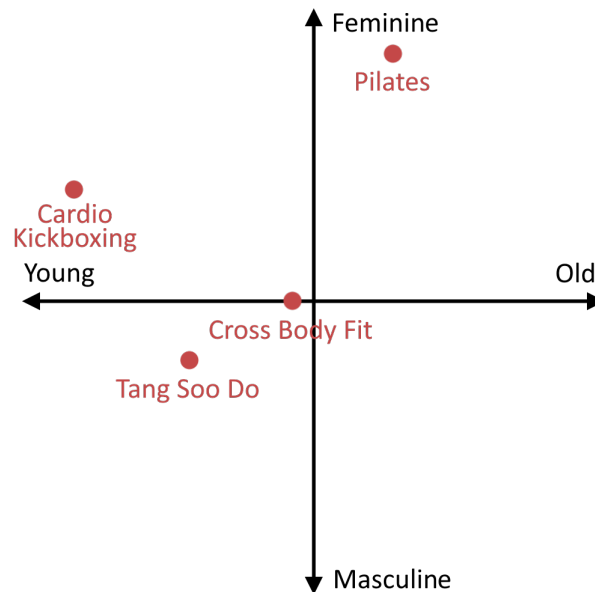


Figure 7: The product positioning map from survey results

After positioning from survey results, a lack of "masculine" and "old" sports is strictly missing. The introduction of a sport which can fit within the category of "Old" and "Masculine" can help gaining the missing potential customers, as there is large portion of respondents who responded "None", the majority of these respondents being male, and old. Hence we are looking for a new sport which can theoretically fit the following:



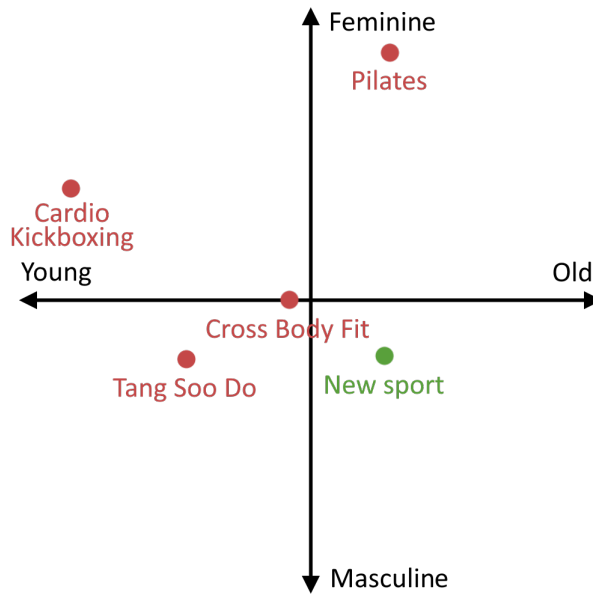


Figure 8: The product positioning map with the "new" sport

For which can result in a more possible successful concession between the FFC and the school, as it allows to cover a broader audience.

### 2.6.3 Boston Consulting Group Matrix

The BCG matrix is a tool used for businesses to help decide which offered products or services are worth for further investment, allowing for businesses to plan future strategies (Stimpson & Smith, 2005, p.402). The BCG Matrix was constructed using local knowledge, availability of the competitor's services in the local region using their website (MACFit Ormanada, 2021), and survey results.

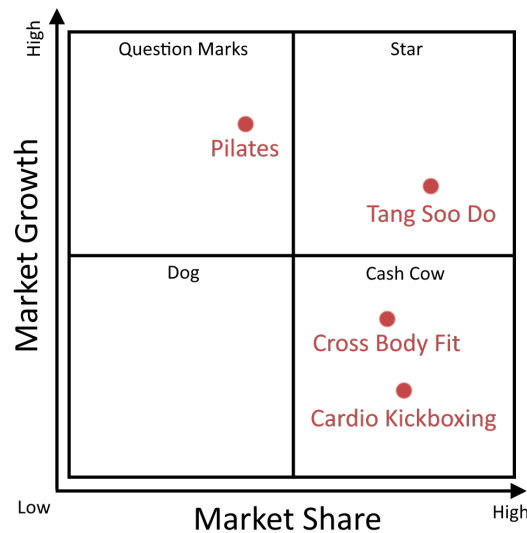


Figure 9: BCG Matrix for the sports

With pilates standing in the question mark category, a concession with the school can ultimately increase the market share within the local area. This implies that there is potential for the sport to move onto the "Star" category, which can potentially increase the revenue generated from Pilates as it is also the sport with the highest market growth.

## 2.6.4 Marketing Mix

Taking in the approximation that the school has 181 secondary students and hence approximately 362 parents, we can extrapolate our findings to have a market of 543 potential customers. Through survey results, extrapolating the idea that 45.2% vote "Yes" whether they would consider lessons with trained professionals give us approximately 246 potential customers. All marketing mix calculations will be done taking the samples from the survey of 53 respondents (9.8% response rate) and extrapolating them to a larger population.

### 2.6.4.1 Price

$i$	Price Range (TL)	% of adults who are willing to pay equal range or higher ( $x_i$ ) (3 significant figures)	Approximate amount of customers ( $y_i$ ) ( $y_i = 246 \times \frac{x_i}{100}$ ) (rounded to the nearest whole number)	Potential Revenue ( $z_i$ ) ( $z_i = \text{Mean price range} \times y_i$ ) (TL)	Potential Revenue with the limit of the football field (60 people or less) (TL)
1	600-800	100	246	172200	42000
2	800-1000	91.3	225	202500	54000
3	1000-1200	39.1	96	105600	66000
4	1200-1400	17.4	43	55900	55900
5	1400-1600	4.35	11	16500	16500

A 3 month revenue forecast suggests that the most profitable price range that FFC should choose is 1000-1200 TL, which brings in the most revenue out of all using the statistics from our survey. Hence, no pricing techniques such as pricing discrimination is required, as the range falls well within the business's current prices and is shown to be appropriate.

### 2.6.4.2 Place

The place at which the concession should happen is in the school. That is, from results in interviews with Christian Huegel and Richard Robinson who have highlighted that transportation, cost etc. to the gym of FFC is inconvenient, hence it is appropriate to offer lessons in the school instead. This option is also relatively convenient as the FFC is in a close location with the school. Given that the most popular time ranges

are also within the include the time at which the school ends (15:30), it is appropriate to hold the clubs right after school. This is also convenient for the customers (i.e. students and parents), as parents visit a gym at the same time as picking up their children, whilst students get to do sports right after school whilst at the same time being in the most popular time range desired in the survey. Lastly, the school is also very close in location to MACFit Ormanada (approximately 100 metres) which can in turn aid FFC gain market share in the relative area.

#### **2.6.4.3 Product**

The sports offered by FFC are sports which are not offered by their competitors, offering various opportunities to the business. This is reflected in the BCG Matrix. Furthermore, the FFC lacks a product which can be categorised as "masculine" and "old" as analysed with product positioning. Otherwise, from interviews it is established in the school, the reputation and branding of FFC is shown positively due to the staff and higher up knowing well of the business.

#### **2.6.4.4 Promotion**

The promotion of the concession is not relatively required, which can save costs. Given that the reputation of FFC is held well within Richard Robinson and Christian Huegel, it could be implied that FFC's reputation is held well. Furthermore, given that the school's objective is to promote health and well-being of its students, especially within the times of a pandemic, it is given that promotion will circulate inside the school. This can include weekly bulletins, posters, or theatrical announcements.

### **2.7 Conclusion**

- A re-concession by utilising real time lessons of the school is inconvenient for the school. Furthermore, this may be hard to establish logistically both the FFC and the school.
- Both businesses overlap in their mission and vision statements, and thus can benefit from each other in achieving these.
- The concession may help the students' and parents' satisfaction with sports of the school, given that a large majority would consider attending professional lessons
- There is a high demand for sports due to the declining fitness of individuals as a result of the pandemic, which is reflected within the surveys and is an advantage the FFC can take

- There may be a lack of a "old-masculine" type of sport which is causing a loss for a potential customers and thus sales for the FFC
- Pilates is a sport which can be considerably benefitted with market share due to the concession. It is also the sport which is most desired, and seen as the most feminine
- The price set by the FFC is appropriate and does not require any discriminatory pricing specific for the concession

## **2.8 Recommendation**

- The FFC should look into having a concession with the school to take advantage of the COVID-19 pandemic. Both businesses can ultimately prove useful for each other.
- This concession should not consist of offering alternative PE lessons to students during classes
- This concession instead should consist of lessons offered after school, and should mainly focus on Pilates, Tang Soo Do and Cross Body Fit.
- The FFC should not change the price of their products
- The FFC should should introduce a sports type which can appeal to the old and masculine market

## **2.9 Limitations**

- The total amount of respondents for the survey was low (53). Having more responses would yield to more accurate results.
- It is possible that the people who have answered the questionnaire are also more enthusiastic about sports at the same time. That is, if a person is uninterested in sports, it is more likely that they will not answer the questionnaire.
- The statistical market share of FFC and its competitors is not known, hence judgement was used using local knowledge. Having statistical data of the market share would help for more accurate analysis.

## References

*Guiding Statements* [Text]. (n.d.). Retrieved 2021-2-21, from <https://www.bis.k12.tr/guiding-statements>

*MACFit Ormanada* [Text]. (2021). Retrieved 2021-2-21, from <https://www.macfit.com.tr/kulupler/macfit-ormanada>

Robinson, R. (2020). *Online Education Survey Secondary* [Survey]. Retrieved 2020-11-23, from [https://docs.google.com/presentation/d/15sIF1qXPcoqkiwDIwKfZiYHDGJH8-mXbVR4owPnf0HE/edit#slide=id.g9cc521e485\\_0\\_563](https://docs.google.com/presentation/d/15sIF1qXPcoqkiwDIwKfZiYHDGJH8-mXbVR4owPnf0HE/edit#slide=id.g9cc521e485_0_563)

Stimpson, P., & Smith, A. (2005). *Business Management for the IB Diploma* [Book]. Cambridge University Press.

# Appendices

## A Christian Huegel Interview Transcript

Cem Yilmaz: Hello Mr Huegel. I would first like to start by saying that I will be recording this interview in order to create a transcript in the end for my IA. Thus I am asking for your consent and permission to record. Is it okay with you?

Cem Yilmaz: Do you believe that the current PE equipment provided by the school is adequate?

Christian Huegel: I think generally our PE department is generally good resourced. I think we have good resources. We have a lot of resources. Just recently we were getting a couple of sports academy people coming in such as basketball, handball and judo, and they have got some new resources as well. The money supplied for tear and wear stuff is okay, we definitely though need a new gym with the growing numbers of students.

Cem: Okay, that is pretty interesting. What are some of the equipment you wish that the school had for PE lessons?

Christian Huegel: Yes, we have growing numbers now with the introduction of the national school, and in the winter now we have a scenario where for example the year 1s come into the gym and they are 49 students, and 49 students in that gym is what I would say is the limit, so we do split them to the small gym up here, where we can put 10, keep 40 down here. The other thing we definitely wanna have is the non-swimmer pool. We only have a pool which is deep, so for beginners it is not so suitable. One more thing we are desperate for is the basketball court upgraded. It could do with a roof, even if it doesn't have a roof the surface is so bad that nobody actually wants to use it.

Cem Yilmaz: Right, it is made out of cement

Christian Huegel: Yeah, even the concrete isn't so bad but such a rough concrete, if you fall down you cut your skin open to the bones, and the solution is very cheap.

Cem Yilmaz: So it is generally just unsafe

Christian Huegel: Yes

Cem Yilmaz: Do you believe that lack of equipment limits the potential of students or even teachers?

Christian Huegel: I don't think the lack is due to the equipment we have, I think the lack is due to the amount of sports we offer. We have a maximum of 2 PE sessions in a week and year 10s along with 11s have a single session per week, whilst year 12s don't even have a PE session. I think it is a crucial and an important subject, we all have to live with our bodies for the rest of our lives and so I think creating an interest for

sports and being life time active is one of the most important things we can offer as a school.

Cem Yilmaz: Have you heard about the Fighting Fit Club?

Christian Huegel: I have heard about it, and I do know it. Yes.

Cem Yilmaz: If so, have you ever gone there and have an opinion on it?

Christian Huegel: I have been there several times, I have 2 daughters both of them that attend the Tang Soo Do classes. A lot of our students in fact take part in these classes, a lot of children are very happy with it. I can't really make a professional opinion about it, however, it seems that they are doing a very good job. I've only seen a few lessons. I also know that some of our teachers use the gym, and the facilities for me look good. We even took students there for a fitness course.

Cem Yilmaz: What if Fighting Fit Club and the school established a concession in which during some, if not most PE lessons permanently (long-term), or at least temporarily (short-term) had an option of going to Fighting Fit Club for equipment and possibly lessons?

Christian Huegel: Yes, this is actually something we have started 2 years ago, however, it requires financial interest and is difficult to pay for everybody to go there. We do this for year 10s already, generally we would appreciate it if there was more involvement with them. How this is going to be financially reasonable or solvable I do not know.

Cem Yilmaz: If such a concession was established, how would this affect you and the PE department in general?

Christian Huegel: Generally speaking, we would be doing our PE lessons in a nicer and a more professional environment. I do not think that our school should take over our PE lessons, this is a very big topic and lots of ifs what's when its going to happen. We as a PE department would be in favour of something like this, however. To add, I do not think that such a program could be established for longer than a few months per year because of the program that we offer. During the winter months, it would be brilliant. But for the whole year, it is not a suitable solution.

Cem Yilmaz: How would this concession affect the motivation of the teachers?

Christian Huegel: I only think this is possible to do for a half-term, especially during January - February period with the ski trips, possibly until the Easter break. I don't think it would affect the workload that they would do.

Cem Yilmaz: Do you think the better equipment would specifically motivate the teachers?

Christian Huegel: I personally believe that the teachers are already pretty motivated. Teachers volunteer to spend their weekends, extra time etc. for work. Generally, what we currently have as the PE department

and me as the PE head department I believe that everyone's currently quite motivated, although bringing in new stuff and ideas will possibly excite and possibly make it more interesting for them, instead of staying locked up in the same gym for 6 months, so such a change would obviously be a positive thing.

Cem Yilmaz: Is there anything else that you would like to add?

Christian Huegel: The biggest issue we currently have right now is the facility and space during the winter as the national school was introduced recently. For the amount of teachers I believe we're okay. We have 3 PE teachers, scheduled for every lesson spread amongst 50 kids, which is around 16 for each teacher which is a very generous amount, however, having 50 students in a single gym is just too much. Having a swimming pool and not being allowed to use it because it is not 'safe' and I think we're the only PE department in the world which is not allowed to teach swimming. We have a policy which states that if a child is a non-swimmer, and since we don't have a beginner's swimming pool, we're not allowed to teach them at all.



## **B Richard Robinson Interview Transcript**

Cem Yilmaz: Hello Mr Robinson. I would first like to start by saying that I will be recording this interview in order to create a transcript in the end for my IA. Thus I am asking for your consent and permission to record. Is it okay with you?

Richard Robinson: Yes.

Cem Yilmaz: Okay, for the first question, what are your future plans for the PE department?

Richard Robinson: Well, as with all departments, the plan is that there will be continuous improvement of the department's quality.

Cem Yilmaz: Do you believe that the current equipment is adequate?

Richard Robinson: It is adequate for some of the sports, but not for others, specifically the ones we do not offer. As everything, it could be improved.

Cem Yilmaz: What are some of the equipment you wish that the PE department had?

Richard Robinson: I think it would be nice to have some proper gym equipment, however, we also need proper space for it which we lack.

Cem Yilmaz: Like dumb bells for examples?

Richard Robinson: Yeah, like dumb bells and multi gym things. . .

Cem Yilmaz: Do you believe that lack of equipment like these limits the potential of students and/or teachers?

Richard Robinson: I do not think it limits the potential, however, obviously having more equipment would be more beneficial.

Cem Yilmaz: So would you like more equipment overall in PE?

Richard Robinson: Yep, having a higher range of equipment is obviously better just like any other educational department in our school.

Cem Yilmaz: Have you heard of the Fighting Fit Club, and what do you think about it?

Richard Robinson: Yes, I've heard of it, I can see it from the class room window. I do not have an opinion on it, and I've never been there.

Cem Yilmaz: If the FFC and the BISI established a concession, in which during some, if not most the PE lessons had an option going to FFC during lessons, or even vice versa, what would your opinion be on this?

Richard Robinson: This is already happening to an extent, we have this happening with the Year 10s. As

well as some of the Friday activities

Cem Yilmaz: So if there was a better concession established which included most of secondary during winter for FFC, what would your opinion be on this?

Richard Robinson: Well as I said, the more options there are the better, the only issue with Fighting Fit Club that I see is that you have to cross the road which can be somewhat dangerous

Cem Yilmaz: And if such a concession was to establish how would it affect you as the future Secondary Director?

Richard Robinson: I think the only issue we would have is the time tabling, if FFC can only take us during certain times then we will have to adapt and play around with the time table in the future.

Cem Yilmaz: Would such a program align with the objectives of the school? Richard Robinson: Yes, definitely. If you read through the guiding statements, this is exactly the type of thing that we should be doing. To promote health, fitness etc.

Cem Yilmaz: Okay, thank you. That was all I needed.

## C Interview with an FFC Employee

Please note that this interview was not recorded using a voice recorder unlike the others due to the comfort of the employee. However, the most crucial questions and answers were written instead in real time. Moreover, the questions and answers for the purpose of this IA were translated to English.

Cem Yilmaz: Do you have a catalogue I could see?

Employee: Yes, here it is.

(The catalogue was scanned and attached into the pages below)

Cem Yilmaz: How long is the business open for?

Employee: The business was established 8 years ago.

Cem Yilmaz: Have you attempted to offer lessons in other establishments other than BISI?

Employee: Non other than the school in Istanbul, however, in Izmir there is currently one concession happening with another business.

Cem Yilmaz: What is the business's mission and vision statement?

Employee: To offer cultural background and sports discipline to the customers, whilst promoting a healthy lifestyle.

Cem Yilmaz: What kind of physical activities did you offer in BISI before? Employee: Tang Soo Do, Fitness and Functional Training

Cem Yilmaz: Would you like to work with BISI again?

Employee: Yes, certainly

Cem Yilmaz: When are the busiest times?

Employee: The busiest times follow to be the times at which we offer grouped lessons, that is, more specifically, during Mondays, Tuesdays, Thursdays, and Fridays.

At the end of the interview, phone number and email was exchanged with the employee if needed of further contact.

## Neden?

### TANG SOO DO

Tang Soo Do savunma sanatları eğitimi alan bir kişi; sadece fiziki ve teknik açıdan kendisini geliştirmez. Alçak gönüllülük, disiplin, soğukkanlılık, saygı, sevgi ve fedakartık gibi özellikleri de gelişir. Ayrıca çocukların fiziksel ve zihinsel gelişimine katkıları vardır. Toplum bilinci, özgüven ve karar verme yeteneği gibi birçok özelliğini geliştirir.

Tang Soo Do federasyonluğumuz bünyesinde milli sporcular yetiştiriyoruz. Dünya çapındaki müsabakalarda madalya kazanma şansı veriyoruz.



## Neden?

### KICK BOKS

#### CARDIO KICKBOXS

Grup halinde yapılan Cardio Kickbox, enerji veren, heyecanlı, eğlenceli ve aynı zamanda vücuttaki fazla yağların yakılmasını sağlayan yepyeni bir spor. Yumruklar ve adımlar kullanılarak yapılan bu sporun süresi yaklaşık bir saat. Özellikle günlük hayatın stresinden kurtulmak isteyenlerin tercih ettiği bu spor ile hem deşarj olurken hem de kalori yakabiliyorsunuz.

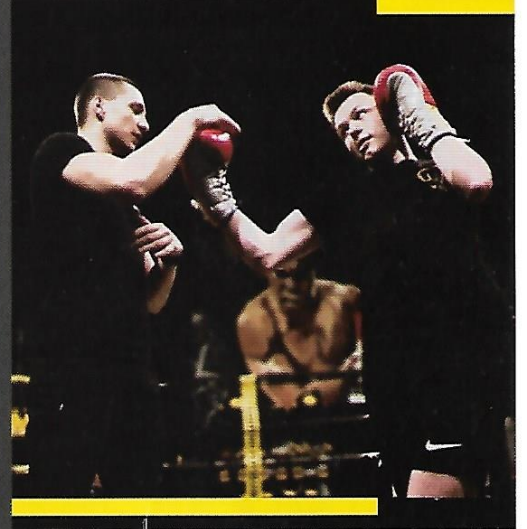
#### FFCHAMPIONSHIPS

FFC, bünyesinde Türkiye'nin ve Dünya'nın birçok ülkesindeki en elit kickboks sporcularını barındıran, düzenli olarak Dünya'nın bir çok ülkesinde profesyonel kickboks sporcularına değer kazandırarak her yıl düzenli olarak organizasyonlar yapmaktadır. Talents, olarak altyapıdan genç yetenekleri keşfederek geleceğin şampiyonlarını yetiştiriyor.

#### FFC LADIES

FFC LADIES, yetenekli profesyonel kadın sporcuları keşfetmek ve dünya çapındaki kick boks organizasyonlarına katılmalarını sağlamak amacıyla Türkiye'de bir ilke imza attı.

Kadının gücünü göstermek için düzenlediği organizasyonlarda Dünya'nın birçok ülkesinden sadece kadınların yer aldığı Kickboks turnuvaları düzenliyor.



## Neden?

### PİLATES

Pilates egzersizlerinin temel amacı zihin-beden bütünlüğünü sağlamaktır. Verimli bir çalışma için her egzersizde nefese ve hareketlerin doğru yapılmasına odaklanılır. Pilates vücudun merkezini (core) güçlendirip, denge ve koordinasyonu artırarak stresi azaltmaktadır.

Pilates ve reformer pilates (aletli pilates) iskelet artmasında, esneklik kazanmak ve daha güçlü bir omurgaya sahip olmak için yapılmalıdır. Haftada en az 2 gün antrenman rutininizde yer almalıdır.

Pilates yaş grubu fark etmeksizin her yaşta bireyin yapması gereken bir sistemdir.

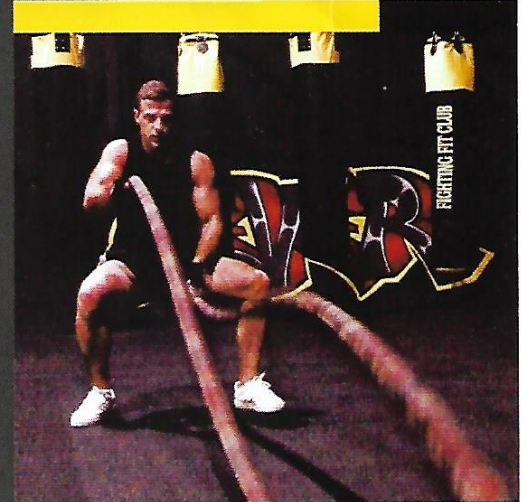


## Neden?

### CROSS BODY FIT

Cross Bodyfit sporunun en iyi avantajı, yapılan antrenmanların kısa sürede vücutta kendini göstermesidir. Hergün farklı bir antrenman programı ile çalışılması bu sporun bir diğer özelliğidir. Crossbody Fit, nabzın yüksek derecede kalarak antrenmanların olabildiğince atik bir şekilde tamamlanmasını hedefler.

Metabolizmanın hızlanması ve aktive edilen hormonların sonucu ile düşük yağ oranı ile birlikte daha atletik bir vücut yapısına sahip olunur.





**FIGHTING FIT CLUB**  
SPORT COMPLEX

**Training Schedule**  
www.fightingfitclub.com

SUN/PAZAR	MON/PAZARTESİ	TUES/SALI	WED/ÇARŞAMBA	THU/PERSEMBE	FRI/CUMA	SAT/CUMARTESİ
	10:00am C. Kickboxing Ladies Only 1	10:00am C. Kickboxing Mix Group		10:00am C. Kickboxing Ladies Only 1	10:00am C. Kickboxing Mix Group	
	11:00am C. Kickboxing Mix Group	11:00am C. Kickboxing Ladies Only 2		11:00am C. Kickboxing Mix Group	11:00am C. Kickboxing Ladies Only 2	11:00am Tang Soo Do 5-6 Age
	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 5-6 Age	17:00 Tang Soo Do 6-9 Age	17:00 Tang Soo Do 6-9 Age	13:00 Talents
	18:00 Tang Soo Do 10-15 Age	18:00 Tang Soo Do 10-15 Age	18:00 Crossbody Fit Group 2	18:00 Tang Soo Do 10-15 Age	18:00 Tang Soo Do 10-15 Age	14:00 Crossbody Fit Group 2
	19:00 Tang Soo Do 15-18 Age	19:00 Kickboxing 10-15 Age	19:00 Talents	19:00 Tang Soo Do 15-18 Age	19:00 Kickboxing 10-15 Age	15:00 C. Kickboxing Group 1
	20:00 Tang Soo Do Adults	20:00 C. Kickboxing Group 2	20:00 C. Kickboxing Group 1	20:00 Tang Soo Do Adults	20:00 C. Kickboxing Group 2	
	21:00 C. Kickboxing Group 3	21:00 Crossbody Fit Group 1		21:00 C. Kickboxing Group 3	21:00 Crossbody Fit Group 1	

Pilates dersleri için resepsiyondan özel randevu alınız.

fightingfitclub

fightingfitclubofficial

ffchampionships

tangsoodoturkiye

tangsoodofederasyonu

ffchampionships

ffchampionships

ffchampionships

ffchampionships

Zekeriyaköy Mah. 5. Cad. Eğrisel Blok

7K, 34450 Sarıyer/İstanbul

Telefon: 0530 017 21 99

info@fightingfitclub.com

## D Online Questionnaire

I am a...

1. Student
2. Parent
3. Staff

I am a...

1. Male
2. Female

I am ... years old

1. 10-18
2. 19-34
3. 35-49
4. 50-64
5. 65+
6. Prefer not to say

With the declining fitness of individuals due to the ongoing pandemic, would you consider coming to school with social distancing measures to do sports with trained professionals?

1. Yes
2. No
3. Not sure

From these choice of sports, I would be interested in seeing the following

1. Tang Soo Do
2. Cross Body Fit

3. Pilates
4. Cardio Kickboxing
5. None

However, out of the options available, I am especially interested in

1. Tang Soo Do
2. Cross Body Fit
3. Pilates
4. Cardio Kickboxing
5. None

Which of the following week days would you find suitable for sports lessons in school?

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday

Between which hours would be most suitable for you?

1. 9:00-10:30
2. 10:30-12:00
3. 12:00-13:30
4. 13:30-15:00
5. 15:00-16:30

6. 16:30-18:00

7. 18:00-19:30

8. 19:30-21:00

Which pricing would you find suitable for your most interested sport? (Consider this price to be a recursive price for 3 months, otherwise, if chosen Pilates, please consider 10 hour worth of lessons instead)

1. 600-800 TL

2. 800-1000 TL

3. 1000-1200 TL

4. 1200-1400 TL

5. 1400-1600 TL