Name of student

Name of institution

Name of instructor

Date

**Local YWCA Struggles with Future of Its Fitness Center and Other Matters**

List of the key facts that are in the case

* The history of YWCA and the manner in which it has been performing over the years. The fact is that this is a non-profit organization and the CEO finds it quite difficult to come with a proper strategy to ensure that they are able to make some money in the process. Maria, the CEO, believes that there are ways that can be used to turn around the organization so that it produces the best results although it is not meant to be a profiting making organization.
* Reasons for the poor performance of the organization. YWCA is an organization that is meant to provide facilities to the community so that they can exercise. In return, they should make money from the registration and monthly subscriptions that are made by people. The company is now torn between coming up with a strategy to make money or go ahead and provide services without making any profits in the process. The truth is that this is an organization that must be able to stand on its own and pay the workers who work there. The board is now worried that they cannot pay the workers because the organization does not have the ability to produce profits.
* Another fact that has been addressed in the case is how the organization can be turned around to start making profits. One of the ways that has been addressed is whether the organization should be turned around to start offering other services like dancing that could be marketable within the community. Another option is to expand the facility so that more people can fit within the program so as to increase the income that the organization makes. The organization is also thinking of carrying out a campaign to be able to convince more people to join the program. The more the number of people who register, the higher the chances of the organization making profits.

Statement of the problem

The major problem within the organization is that the CEO is to find a way that they can use to make a non-profit organization to start making profits. The choice of the services that they opted to offer in the community is physical fitness for the people in the community. One of the problems is that the organization built a facility that took a lot of money meant for the organization. The Christian organization has not been able to recover the money that this is a problem that has made it impossible for them to make money that can be used to run the organization. Maria, the CEO, is confused on the steps that she needs to take so that the organization can start making the money that it is supposed to be making. There are many options that can be used but she is undecided as to whether it should be a whole new line of business or whether they can expand the existing one to accommodate other people. The other groups of people that she thinks about are the disabled and other special groups of people. Another thing that is bothering the CEO is how they can convince the people who have already registered in the fitness center to bring along their friends. The promotion that they do to the long lasting members is a factor that has made it quite hard for them to make money. The success of the fitness center depends on the number of activities that go on in the organization and the amount of money that each person pays to use the facility. The bottom line is that the organization needs to be turned around to start making profits that can be used to sustain it.

Review all the data provided in the case charts, figures and tables.

The charts in the case study present different information that needs to be discussed if a solution is to be found that can help the organization. The chart looks at the income levels of the people within the region. The major aim of this organization is to provide help to the families. By knowing the income levels of the people, it is possible to come up with a strategy on how they should be charged without running the fitness at a loss and also ensuring that the members find it affordable.

Another chart also looks at the things that people do at the fitness center. The review of this is important because it helps the organization to come up with other events that people can engage in. the fitness center has not included all the activities that people can engage in when they visit any typical fitness center. Since they target the youths mainly, it is important that they make an inclusion of activities like dancing that can make it easy for them to earn more money. Once they get an activity that can attract a larger number of people than the current one then it will be easy to turn around the company.

Another chart also looks at the closest competitors of the organization. Since the others are mainly business oriented, it is important to study how they have been running their business so that the organization can also come up with a strategy to ensure that they can also improve their performance. The different competitors have been listed together with data that relate to how they carry out their businesses.