

Curves Case study

Overview

Curves is a women-only health & fitness franchise club operating in 54 countries. The company is relatively new in the UK and expanding rapidly. The franchise, located in Tottenham, is owned and run by Rebecca Stoddard. Curves Tottenham is one of the 8 franchises in London.

Objectives

- To increase membership to around 400
- To learn how to better manage staff
- To identify new markets
- Time management

Success

City Growth helped to write a business plan that has proven to be invaluable to Curves. Its owner can now monitor the business on a regular basis and feel that she is in 'control' even when she will be on maternity leave. This alone has allowed her to manage her time better and to implement only those marketing activities that were successful.



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"Many thanks for all your time and commitment to me and my company. Our sessions enabled me to focus my mind on exactly where my business is, where I want to get to, and how I intend to get there. Running a business single handed can be feel very lonely and the support has been invaluable. I know that I still have a mountain to climb with my business but I now feel better equipped and have a clear idea of how I'm going to get there. See you at the top!"

Rebecca Stoddard, Curves



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