

Improving Business Strategies Can Increase Economic Recovery in The Later Stages of The Epidemic

Wuxuan Zong^{1, a}

¹Beijing City University, Beijing, 101309, China
^a3166438930@qq.com

Abstract: At the beginning of 2020, the occurrence of COVID-19 had a great impact on the operation of fitness clubs. Through the analysis, this paper explores the ways for fitness clubs to resolve risks and reduce losses during the epidemic period, and puts forward suggestions for the management transformation of fitness clubs, in order to help fitness clubs turn risks into opportunities in the post-epidemic era of epidemic prevention and control, and improve their management ability and anti-risk ability.

Keywords: Post-epidemic period; Fitness clubs; Development tactics; Operating the economy.

1. Introduction

A sudden epidemic has disrupted normal life patterns and dealt an unprecedented blow to the economy, which has further forced small and medium-sized enterprises to implement some reforms. In response to the difficulties facing the development of the market economy this year, the General Secretary stressed at the meeting of the Political Bureau of the CPC Central Committee on April 29 that the market should be stabilized and some policies should be implemented to help industries, micro, small and medium-sized enterprises, individual industrial and commercial households that are seriously affected by the epidemic^[1]. The General Secretary wants to support economic recovery, however, on March 17, 2020, Thomas L. Friedman, the author of *The World is Flat*, said in the New York Times column that "COVID-19 will be the starting point for a historical staging like 'BC and post-AD', namely B.C.(Before Corona) and A.C.(After Corona)^[2,3]. Thomas L. Friedman said that the epidemic is a point in time, so what kind of changes should we make in the post-epidemic period to adapt to the current social environment. Dixit put forward useful views on post-epidemic economic recovery in his article "An Expert System for the Prediction of Surface Finish in Turning Process."^[4]. In the article, Liu first analyzes the severe impact of the epidemic on the economy, especially in terms of supply chain, market demand and employment. He then proposed an innovative theory of stock market culture to promote economic recovery after the pandemic.

Policies on the epidemic are changing, lifestyle are also changing, and outdoor fitness is becoming more and more common in life. In the past three years of the epidemic, experts have stressed that home fitness should be given priority to other kinds of workout in the context of epidemic prevention and control. Now, as the epidemic management model changes, fitness is starting to become a more popular club. Therefore, the club's development strategy under the new policy is particularly important. And it is also a response to the policy direction of national economic recovery. Thus, this paper mainly examines the improvement of the club's business strategy before and after the epidemic, as well as the related strategies of economic recovery.

2. The Difficulties Faced by Fitness Clubs During the Epidemic

2.1. Financial pressure

After a long period of containment and control, the shortage of funds has become a realistic problem for many operators, and the three-year epidemic has consumed a large portion of their savings. After the new era of the epidemic, many operators are facing financial constraints due to operational changes such as equipment renovation, store improvement, commercial sales, and high rent. These business changes make it difficult for operators to have sufficient funds to carry out business activities and return to normal through business interests. However, since the beginning of this year, there have been numerous difficulties in the development of market entities. On April 29th, The General Secretary emphasized at the Political Bureau meeting of the Central Committee of the Communist Party of China that it is necessary to stabilize market entities, respond to industries severely affected by the epidemic, and implement a package of assistance and support policies for micro, small and medium-sized enterprises and individual businesses^[5]. The government's policies towards small and micro enterprises make it easier to obtain the "first bucket of gold" after the outbreak of the epidemic, and of course, we must firmly grasp the policies.

2.2. Risk prevention and control and the improvement of people's risk awareness

This epidemic, which has lasted for three years, has made most people realize the importance of health. In the last two months of the epidemic, different people joined the related sports industry every day. With the enhancement of people's safety awareness, people are paying more attention to their own health and also paying more attention to the risks of using fitness equipment. Therefore, only when the operator completes comprehensive disinfection and sterilization can consumers feel relieved to consume. In the era of coexistence with the coronavirus, everyone should be vigilant.

It can be said that in order to retain customers and allow them to enjoy consumption for a long time, the first step is to maintain the environmental safety of the business premises. Only a stable internal environment can achieve longer-term

development and production. For the offline operation of fitness clubs, how to prevent and control risks in the post-epidemic period is full of challenges. The quality of the prevention and control directly affects the retention of VIP customers, ordinary customers and potential consumers.

2.3. Lack of professional talents and loss of members

In the epidemic, it was hard for capital operators to maintain rent and profits, so some professionals could only think of methods such as layoffs to ensure normal operations. After three years of the epidemic, a series of problems such as limited substitutes and low wages have made it difficult for professionals to maintain a normal life at the end of the epidemic. All capital enterprises will attract a large number of professional talents, especially large enterprises with fixed customers, so the number of professional talents is more unstable in small and micro enterprises. In his Research on the Reconstruction of Accounting Operation Mechanism under Market Economy System, Li Yuhuan made an in-depth discussion on how to improve the economic level under market economy system^[6]. He believed that the reconstruction of accounting operation mechanism should be based on the internal laws of market economy.

Like the loss of professional talent, members will also leave. Members will follow their own suitable coaches to a more sound and atmospheric gym. It is still an important problem for operators to make more favorable membership policies so as to retain more members.

3. The Development Trend of the "Post-epidemic" Period

3.1. The "oligopoly" phenomenon tends to be obvious

The three-year epidemic is a test of capital accumulation for business operators. Many small businesses have disappeared into highly competitive industries, but the remaining small and micro enterprises are more competitive and eye-catching. Brand value, compared with general small and micro enterprises, has certain advantages. A small number of enterprises have occupied the majority of the market share, which makes the market more stable. There will be smaller changes in the future, and it will be difficult for small enterprises to seize market share among large enterprises. This phenomenon is a vicious circle, so the government has also launched relevant policies to encourage the small and micro industries. In order to solve the problem of market solidification, this will also be a serious problem in front of us. Therefore, the government is also proactive in solving this problem of lack of activity, and at the same time, our business operators should cooperate with the government's policies, which is the correct direction for development.

3.2. The integration of sports and technology to optimize fitness efficiency

For the post-epidemic period, contactless training is more mainstream. People's awareness of prevention has been significantly increased by the emergence of the epidemic. People are wary of contacting strangers and so on for fear of endangering their health, so the integration of sports and technology becomes even more important. More

sophisticated instruments can not only enable the self-sufficient exercise, but also protect the health and safety of users. This is a kind of health protection that will make users more assured. Over a long period of time, this can let their members and customers have better fitness effects and act as a realistic pitch. Moreover, the combination of sports and science and technology is also the requirement of this era. This is the market demand.

3.3. The trend of "health" thought and health sports

Health sports refers to a kind of exercise conforming to the aesthetic of modern society, which is recognized by most people. Health sports refers to a rule of exercise. Walking is one of the best way of exercise and squat is also a healthy way of exercise, so the club can be helpful for promoting healthy lifestyle, and introducing special courses can attract more customers.

For a professional squat course. First of all, squat action to master the essentials, master the essentials can be more easily to complete the action, will not be damaged. Second, strength training can change the aging gene. Research have shown that just 26 weeks of strength training can change aging at the genetic level, and finally intermittent aerobic exercise can improve fitness efficiency, combine healthy exercise, while walking and squatting can more effectively improve health.

The competition of the club will be much closer to the trend of health in the future. Only by adhering to the healthy sports mode can we comply with the trend of our time, and only by complying with the trend of the age can we succeed under the background.

4. An Exploration of the Development and Recovery Strategies Needed in the "Post-epidemic" Period

4.1. Pay attention to public health and improve health services

Focusing on public health and improving health services is one of the keys to the development and recovery. As a crowded place, fitness clubs should first pay attention to public health, place daily disinfection reports at the entrance, and record daily work. Regular cleaning is a comfortable behavior in the minds of customers, including providing alcohol disinfection at the door, registering customers' arrival, and measuring temperature on-site. Fitness clubs should strictly pay attention to sensitive symptoms such as fever and cough. Daily health monitoring of employees can also ensure the personal safety of customers.

In the later stage of the epidemic, people's concerns about their own safety are more urgent, so relevant fitness clubs should pay more attention to their own health and safety to ensure that health services are in place.

4.2. Establishing brand loyalty and competitiveness

Brand loyalty is an indispensable part of a fitness enterprise. As long as it has brand loyalty, it will not lose loyal customers easily. These customers are also the mainstay of the fitness club. The liquidity of mobile customers is uncontrollable for enterprises, so loyal customers are the most important part of it.

Wang Juehansaid The core competitiveness of an enterprise

is its decision-making power, including the ability to grasp the overall situation, make bold breakthroughs, dare to compete, and possess the cultural power to forge ahead, and the affinity to ensure quality, honesty and trustworthiness [7]. Competitiveness is the ability of an enterprise to surpass other enterprises and occupy the market [8]. To occupy a core position in the market, it is necessary for the enterprise to establish its own core competitiveness, enrich relevant courses, enrich course content, and attract more customers to establish core competitiveness.

4.3. Taking into account both online and offline service capabilities

With the end of the epidemic, "on the cloud" has become familiar to us. The use of cloud can make it more convenient for us to complete what we want to do, ignoring the problem of distance, so that we can receive what we want at any time. Two-way activities online and offline can make fitness clubs feel like ducks in water. They can develop more potential customers online, and complete sports that are impossible in daily life within the time that customers can freely control.

Šimek Libor, Cempírek Václav, Gross Patrik begin by analyzing the impact of the epidemic on the logistics industry, such as changes in demand, supply chain volatility and operational challenges [9]. Then, it is proposed to enhance the competitiveness of logistics companies by optimizing the cooperation between enterprises, improving logistics efficiency and reducing costs. In the context of "Internet +", fitness clubs can strengthen the integration of online and offline services. You can not only book a coach online, but also complete courses online, or teach offline. The combination of online and offline services can further improve the efficiency of enterprises.

5. Conclusion

From the data, it can be seen that income and dates become a cycle, and there will always be regular fluctuations within

two months, indicating that this industry will have new blood every day. Such an industry presents a new thriving trend, and income has also shown a direct ratio over time. Therefore, although there is a huge crisis in the industry, this is also an opportunity. Only by seizing the opportunity can we win a place in the future market.

References

- [1] Zhang, L. (2019). Explore the reasons for the decline in adolescent physical health. *Contemporary Sports Technology*, 9(23): 2.
- [2] Liu, J. (2007). A preliminary exploration of the new culture theory of the stock market. *Journal of Capital University of Economics and Trade*, 9(4): 5.
- [3] Wan, K., Rao, C., Rao, A. (2021). How to develop teachers' online teaching competence in the post-epidemic period? *Electrochemical Education Research*, 42(8):93-100.
- [4] Dixit, U. S., Acharyya, K., & Sahasrabudhe, A. D. (2002). An Expert System for the Prediction of Surface Finish in Turning Process. *Journal of Xiamen University (Natural Science)*.
- [5] Whitelam, G.C. (1993). Phytochrome a null mutants of arabidopsis display a wild-type phenotype in white light. *The Plant Cell*, 5(7): 757-768.
- [6] Li, Y. (1998). On the reconstruction of the accounting operation mechanism under the market economy system. *Accounting Research*, 2:5.
- [7] Wang, J., Zhou, C. (2018). Spatial distribution of commercial gyms in Guangzhou and its influencing factors. *Tropical Geography*, 38(1): 11.
- [8] Rong, G., Zheng, S. (2006). Theory and practice of innovative sports backbone teacher training. *Journal of Chongqing Second Normal University*, 6.
- [9] Šimek Libor, Cempírek Václav, Gross Patrik. (2021). Can B2B implementation enhance competitiveness of logistic companies in coronavirus economic recession?. *LOGI – Scientific Journal on Transport and Logistics*, 1:1-12.