

# **Abstract**

## **Title**

**ANALYSIS OF KINETIC PROGRAMS IN THE PURE JATOMI FITNESS CENTER HARFA**

## **Aims**

The aim of my bachelor thesis is to create a study of offered kinetic programs in the fitness center Pure Jatomi Fitness Harfa. Also I have focused in my work on the person of the coach/instructor of group lessons.

## **Methods**

I have intentionally chosen fitness center Pure Jatomi Fitness Harfa as the main branch of most developing chain of fitness centers in the Czech republic. The study of kinetic programs itself was made on the basis of research of information from literature and methodical materials for education of instructors. Also in the thesis was used the method of direct observation in above mentioned fitness center and the participation in the lessons of offered kinetic programs as well. An in-depth interviews with employees of the fitness center were carried out, specifically with general manager, fitness manager and also with coaches and instructors of group lessons. During the comparison of competitors was used the method of comparison. Using the SWOT analysis I was trying to find out, what is the real position of the fitness center on the market.

## **Results**

The results demonstrate information about the kinetic programs of the Pure Jatomi Fitness Harfa company. The mentioned fitness center is compared with competition. The education of private coaches and instructors of the particular chain is observed.

## **Keywords**

fitness, wellness, fitness center, kinetic programs, group lesson, personal trainer