

To: Dr. Erika Paterson, Instructor ENGL 301
From: Christine Pang
Date: February 22, 2019
Subject: Progress Report: Rewards System for 30 Minute Hit Burnaby

Purpose of the Report

To examine the feasibility of a rewards program for increasing the attendance rates of members that come in to work out each month, thus increasing their physical activity levels.

Significance of the Report

Physical activity within the demographic of middle aged women is vital for decreasing health risks and improving one's wellbeing. An incentive for members to maintain a regular workout regimen will demonstrate our genuine care for our members' health and increase customer satisfaction of the company.

Audience of the Report

Primary audience is Deanna and Jackson Loychuk as they are the owners of the 30 Minute Hit franchise, while the secondary audience is the Manager of 30 Minute Hit Burnaby, Teri Brewer.

Research and Writing schedule

- Feb 23-31:
 - Examine the current attendance statistics, monthly income, and any health related companies we have been, or can, be affiliated with.
 - Research possible rewards that are economically feasible (accessories, clothing, gift vouchers etc.)
 - Compose survey questions for members regarding possible incentives that would motivate them to work out more often, whether if they are actually working out as much as they intend to per month, and what their optimal workout schedule is (ie. Number of days per week.
 - Compose interview questions for my manager (Teri Brewer).
- March 2nd: Conduct member surveys during my shifts and conduct interview with Teri
- March 2nd – 10th:
 - secondary research plans
 - consult secondary sources of literature regarding:
 - psychological barriers and motivations of exercising
 - exercise and health promotion amongst female adults
 - goal setting strategies (ie. transtheoretical model, health belief model)
- March 15th: Complete draft of formal report
- March 17th: Complete peer review of peer's formal report draft
- March 18th – April 9th:
 - continual writing and completion of formal report

- proofreading and revising of report for grammatical, referencing, and logistical errors

Conclusion

I have begun to explore secondary sources for preliminary information and gather statistics of 30MH attendance rates. I will begin conducting surveys and interview upon your approval, and I look forward to your feedback.

Kindly,

Christine Pang