

Applied Business Studies Summer Work

*OCR Cambridge Technicals
Level 3 Extended Certificate in
Applied Business Studies*

*Long Road Sixth Form College
September 2025*

This piece of summer work makes up some of your first portfolio of coursework. With this in mind it is important to make sure that it is done to the best of your ability and is fully completed. You will need to make sure that you have a digital copy that you can submit to your teacher at a later date once they have seen the hard copy you take to your first Applied Business Studies lesson.

Applied Business Studies – Year 1 Summer Work

Nuffield Health is the United Kingdom's largest healthcare charity. Established in 1957 the charity operates 31 Nuffield Health Hospitals and 111 Nuffield Health Fitness & Wellbeing Gyms, and five medical centres.

It is independent of the National Health Service and is constituted as a registered charity. Its objectives are to 'advance, promote and maintain health and healthcare of all descriptions and to prevent, relieve and cure sickness and ill health of any kind, all for the public benefit.' As a private provider, fees are charged to patients.

For the purpose of this assignment, you have been asked by the managers of Nuffield Health Gym in Cambridge to review their existing customer communication techniques.

General Nuffield Health Notes:

Nuffield Health Services and Facilities:

Summer Work Task

P1 - Explain who the customers of a specific business are and what influences their behaviour

P2 - Describe actions that a specific business has taken in response to the differing needs of its customers

This task covers the **first and second** pass level task of **ten** in this unit. To complete this task, you need to write a **report** that looks at the **different types of customers** that Nuffield Health have and what might **influence their behaviour**, as well as describing **the things that Nuffield Health do to meet their needs**. This task needs to be no shorter than 1,000 words to make sure that you have provided enough detail to pass. Below is a suggested structure for this task.

To complete; you need to cover 3 internal customers and 3 external customers.

External Customers	Internal Customers
DINKIES (Double Income, No Kids)	Instructors / Personal Trainers
Families	Receptionists
Silver Market (60+)	Cleaners
Corporate	Spa / Beauty Therapists
Women	Nutrition Specialists
Medical Referrals	Café Staff

Cover Page:

- Task Number
- The pass task criteria
- Student Name

External Customer 1:

- Description of customer

- What might influence the behaviour of this customer?*
- What do they want from Nuffield Health?*
- What have Nuffield Health done to help meet those wants?*

External Customer 2:

- Description of customer*
- What might influence the behaviour of this customer?*
- What do they want from Nuffield Health?*
- What have Nuffield Health done to help meet those wants?*

External Customer 3:

- Description of customer*
- What might influence the behaviour of this customer?*
- What do they want from Nuffield Health?*
- What have Nuffield Health done to help meet those wants?*

Internal Customer 1:

- Description of customer*
- What might influence the behaviour of this customer?*
- What do they want from Nuffield Health?*
- What have Nuffield Health done to help meet those wants?*

Internal Customer 2:

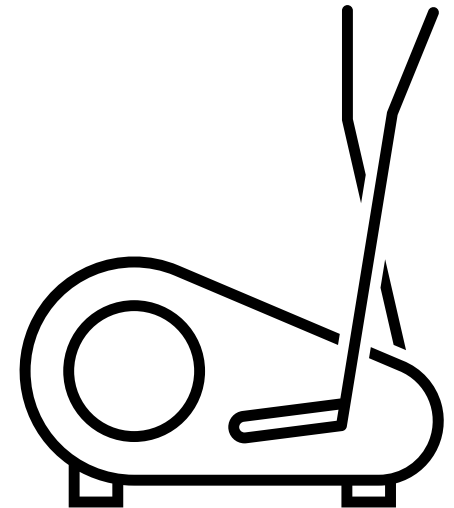
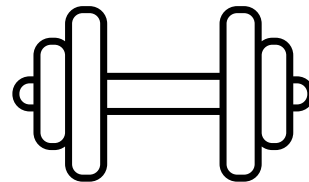
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Internal Customer 3:

- Description of customer*
- What might influence the behaviour of this customer?*
- What do they want from Nuffield Health?*
- What have Nuffield Health done to help meet those wants?*

Nuffield Health Gyms

Applied Business Studies



Gym stats in the UK

- ❑ UK fitness market worth £4.5bn
- ❑ 1 in 8 people in the UK is a gym member
- ❑ Over 7000 gyms in the UK
- ❑ Average gym spend in the UK is £45
- ❑ Higher end: Nuffield, David Lloyd, Banatyne
- ❑ Lower end: Pure, Fit Space, Eastgym



Nuffield gyms

What is a Customer?

Customers:

- ❑ A Customer is someone that *pays* for a product or service.
- ❑ An External Customer is someone that is outside of the businesses control and pays for goods and services.
 - ❑ E.g. A Family
- ❑ An Internal Customer is someone within the business that is paid for their work and receives services from other departments of the business.
 - ❑ E.g. An employee

Consumers:

- ❑ A Consumer is someone that *uses* a product or service.
- ❑ You can be the consumer of a good or service without being the customer
- ❑ As an example, Nappies:
 - ❑ Customer – Parents purchase the nappies
 - ❑ Consumer – Babies poop in it

Who are their customers?

External Customers:

- ❑ DINKIES (Double income no kids)- Usually working professionals
- ❑ Families (Encourages life long membership)
- ❑ Silver market (60+, high disposable income, biggest market)
- ❑ Corporate (Large earning potential)
- ❑ Women (Large market, often put-off by lower end gyms)
- ❑ Injuries/ medical referrals from Nuffield hospitals
- ❑ New customers

Internal customers

- ❑ Instructors/personal trainers
- ❑ Receptionists
- ❑ Cleaners
- ❑ Spa – beauty therapists
- ❑ Nutritionalists – run healthy eating programme
- ❑ Café staff.

Source Tim Whittaker

Typical customer expectations could include

Clean changing facilities (showers, lockers, pegs)

Swimming Pool

Range of classes for variety of levels

Range of memberships

Methods of payment (Monthly, annually)

Opening hours to suit

Health checks

Dietary program

Safe environment

Quality equipment

Attractive design

Excellent customer service

Parking

Bike rack

High quality instructors, nutritionists, personal trainers

Café

Shop

Not over crowded classes facilities

On-line booking service

Social media, apps for performance tracking

Cleanliness

Good location

Make friends

Find a partner



Internal customers

Instructors/personal trainers

Receptionists

Cleaners

Spa – beauty therapists

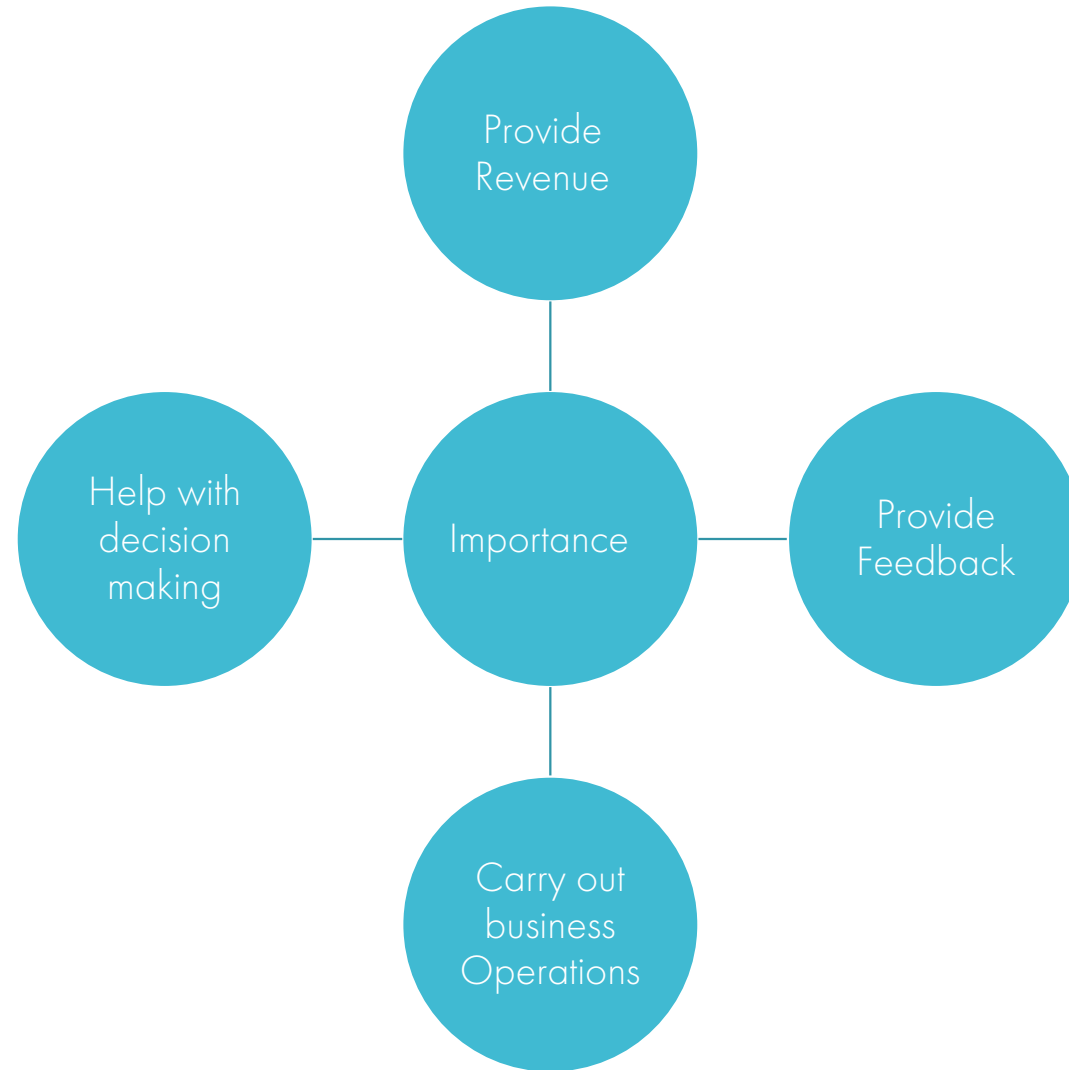
Nutritionists – run healthy eating programme

Café staff.

Typical internal customer expectations

- Good pay
- Flexible working options
- Training opportunities
- Chances of promotion
- Pleasant working environment
- Supportive managers
- Get on with co-workers
- Correct equipment to carry out job role
- Opportunities to socialise
- Lunch breaks
- Trust from your managers
- Good initial training
- Good work/life balance
- Job security (permanent not temporary contract)
- To feel valued (receive praise)
- Free gym membership or subsidised membership
- Equipment- think about what they want and need

Why are customers important to businesses?



Useful links about employee expectations

- <https://simplicable.com/new/employee-expectations>
- <https://www.hrmagazine.co.uk/article-details/employers-report-changing-employee-expectations>
- <https://blog.bonus.ly/employee-expectations-in-modern-business/>
- <https://www.youtube.com/watch?v=PYJ22-YYNW8>