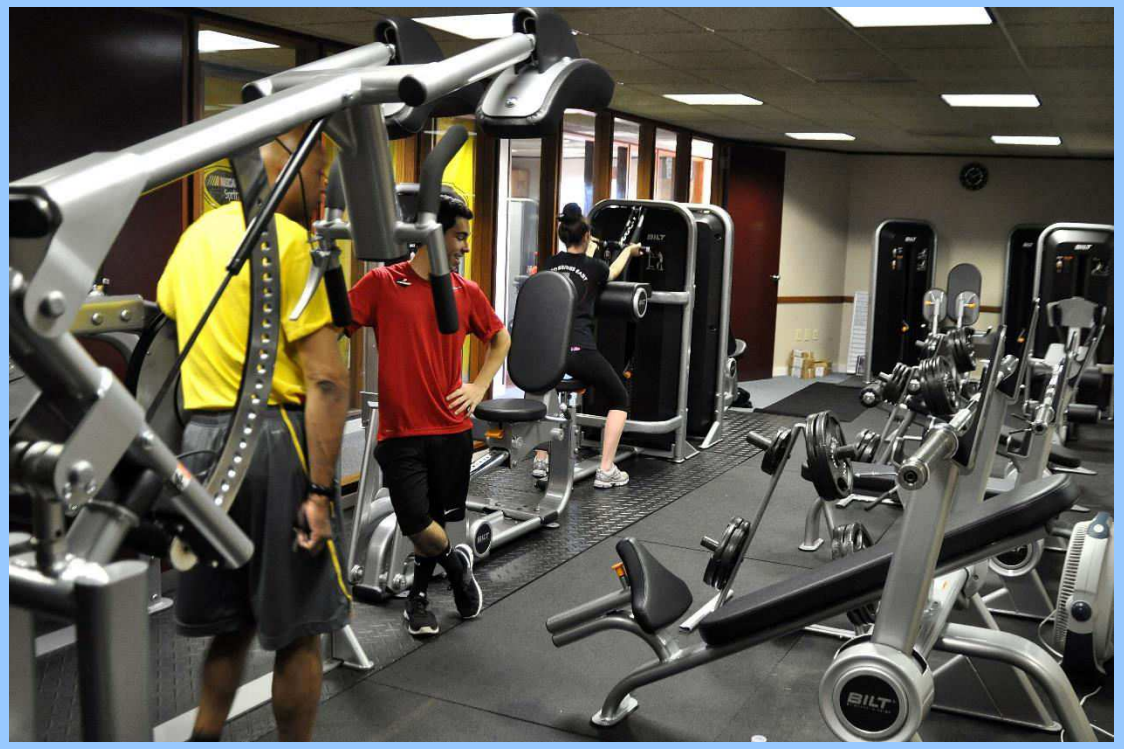
Case Study: Reyes Fitness Corp



Name
Institutional Affiliation

Introduction

- This presentation explores how the roles of the HR division at Reyes Fitness Corp assist in guaranteeing its leadership in the health and fitness industry. It includes a SWOT analysis of the HR situation, recommendations for improving it, the value of these recommendations to various facets, and methods to establish the best practices. The presentation will also include an adequate So That Statement that provides for monitoring of HR's progress and its influence on the enterprise.

Introduction cont'd

- Reyes Fitness Corp was established by John Reyes in May 1999 and provides fitness services that comprise personal trainers, outdoor pools, exercise lessons, and hotels. The firm has started implementing strategies that are meant to stop activities that are directed towards putting up new fitness centers and concentrating on enhancing the revenues of its current centers by improving membership sign-ups and the retention of associates. The company's plan is aimed at enticing families by offering an extensive range of fitness services that include cardio health, personal training, circuit training with weight equipment, and free weights.

Introduction cont'd

- At the moment, the firm is exploring new strategies whereby the evaluation of HR can aid the enterprise in accomplishing its current aims along with the competitive advantage of providing services in the industry that accommodate whole families that intend to enjoy its full range of health and fitness services. Reyes Fitness Corp needs to emphasize on satisfying the demands of a particular market share to enhance its competitive edge instead of establishing new centers.

Summary of the SWOT Analysis

Strengths

- **Effective management and organizational structure**
- **- Outstanding capabilities by senior management**

Weaknesses

- Bigger players in the sector
- Talent procurement

Opportunities

- Existence of an experienced HR management
- Presence of desired traits in the market
- Succession planning

Threats

- Disagreements in labor relations
- External factors such as, regulations, decreased supply chains, increased competition, and government

Proposed Recommendations

- Developing a strategy map
- Designing a HR scorecard
- Isolating HR deliverables from the policy map

Value of the Recommendations

- Managers, staff, stakeholders, and executives that observe the strategy map will have an improved comprehension of the company and its strategic objectives.
- An HR scorecard assists in realizing specific programs that are vital for achieving organizational aims.
- Establishing HR deliverables from the strategy map enables an assessment of employee performance that is centered on results.

Ways to Institutionalize Best Practices in these Areas

- Identifying ways to institutionalize best practices in these areas
- Evaluating the context that is associated every best practice
- Performing studies in many industries
- Following each best practice with caution.

Recommended HR So That Statement

We are industry leaders, proponents of change, and implementers who develop talent, enhance speed and maintain efficiency so that we expand revenues, client loyalty, and client share.

Justification for the Recommendations

- RFC has a member retention challenge, and if it fails to handle this issue, it will lose its customers and face reductions in revenue
- Employees would start to be retrenched because of low member retention capacity due to diminished returns.

Summary/Conclusions

- Reyes Fitness Corp is strategically placed to permeate the underlined problems by acknowledging HR as an essential organizational advantage.
- The firms' strengths place it for the useful utilisations of new opportunities and eradication of weaknesses and threats in the effort to increase profits and enhance member retention

References

Disnaka, K. (2013). The Role of HR for Business Success. *Proceedings of the HR Dialogue*, *1*(1), 27-34. Retrieved from http://mgt.sjp.ac.lk/hrm/wp-content/uploads/2013/12/05.pdf

Lo, K., Macky, K., & Pio, E. (2015). The HR competency requirements for strategic and functional HR practitioners. *The International Journal of Human Resource Management*, *26*(18), 2308-2328. doi:10.1080/09585192.2015.1021827

Stefanovska, L., & Soklevski, T. (2014). Benefits of Using Balanced Scorecard in Strategic and Operational Planning. *Universal Journal of Management*, *2*(4), 165-171. Retrieved from http://www.hrpub.org/download/20140405/UJM4-12102213.pdf

Case Study: Reyes Fitness Corp

END