

EXECUTIVE SUMMARY

A survey conducted among 102 female respondents revealed that 52% felt uncomfortable and 16.7% felt very uncomfortable in mixed-gender fitness centers. The discomfort often stems from low self-confidence about body image and the fear of judgment. Adding to these concerns, a study by Hughes (2021) indicates that 3 out of 5 women have experienced some form of intimidation or sexual harassment while working out in mixed-gender fitness centers. These troubling statistics underscore the challenges many women face in maintaining a consistent and comfortable fitness routine in environments that are not tailored to their unique needs.

In response to these challenges, Lady Fit, a women-only gym in Jakarta, Indonesia, was established. Lady Fit offers a wide range of classes and programs specifically designed to meet the needs of women, including personalized training sessions. The gym is dedicated to empowering women through fitness, creating a safe and supportive environment where they can pursue their health and wellness goals without the fear of harassment or judgment.

With an estimated population of 2.88 million women in DKI Jakarta as of 2022, Lady Fit has identified a substantial market opportunity. Approximately 178,110 women are considered potential customers, representing a significant target demographic for the gym. The broader fitness industry in Indonesia is on a growth trajectory, with projected revenues expected to reach US\$13.20 million by 2027, and an anticipated annual growth rate of 8.74%. This positive outlook underscores the potential for Lady Fit to not only thrive as a business but also make a meaningful impact on the lives of countless women in Jakarta.