



Oxford Cambridge and RSA

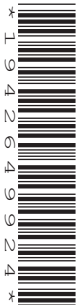
Monday 9 June 2025 – Afternoon

A Level Business

H431/03 The global business environment

Resource Booklet

Time allowed: 2 hours



INSTRUCTIONS

- Use this Resource Booklet to answer all the questions.
- You can write on this Resource Booklet but it will **not** be sent for marking.

INFORMATION

- The business described in this Resource Booklet is a **real** business.
- This document has **4** pages.

PureGym Ltd

Extract A PureGym Ltd

PureGym Ltd is a chain of budget health clubs based in the UK with multiple gyms around the world. It is Britain's largest gym chain by membership, with over 1.5 m members. PureGym offers membership on a month-by-month basis, unlike most other UK gym chains where customers have to sign a contract for a minimum duration (e.g. 12 months).

PureGym operates gyms across 9 different countries and has over 500 locations worldwide, with the newest ones in Dubai opening in 2022.

Most PureGym locations are open 24 hours a day and offer cardio equipment, weights, and exercise classes. There are over 200 pieces of training equipment in most gyms.

There are no swimming pools or saunas, which are found in more expensive gym chains. However, another budget gym chain which offers the same price does have a sauna.

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Source: <https://en.wikipedia.org/wiki/PureGym> (accessed 17/10/23)

Extract B PureGym plans to double in size by 2030

PureGym plans to have 900 UK gyms by 2028.

PureGym will also look to accelerate the number of franchise operations in new international markets, such as Switzerland, as part of a strategy to 'take full control of the attractive markets'.

In Switzerland, where the company currently has 39 gyms, it plans to reach a total of more than 100 gyms by the end of 2028, although these gyms may move away from budget pricing. A spokesperson from a rival firm recently commented, 'It's actually very hard to make budget gyms work in Switzerland. If you look at PureGym, for example, it recently increased its annual membership price.'

PureGym will also look to accelerate the roll-out of its franchise operations in Japan, China, India and North Africa. 'Our growth strategy will consolidate and exploit our position as one of the large-scale 'mega players' in the global value-fitness landscape,' a spokesperson from PureGym said.

In early 2022, PureGym opened its first three gyms in the USA, as part of a move to enter the potentially lucrative North American fitness market. It will operate these gyms under the Pure Fitness brand.

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Source: Adapted from www.healthclubmanagement.co.uk/health-club-management-news/PureGym-plans-to-double-in-size-by-2030-1000-gyms-global-expansion-franchising-funding-KKR-Leonard-Green-and-Partners/349398 (accessed 17/10/23)

Extract C**PureGym announces opening date of new gym at Sainsbury's in Colwick, Nottinghamshire**

Britain's largest gym chain, PureGym, has announced another branch will soon open at a Sainsbury's supermarket in Nottinghamshire. PureGym has announced on its website that users will also be able to take advantage of access to personal trainers, as well as free Wi-Fi and parking. The gym will be open 24 hours a day, seven days a week, and currently has a membership price of £12.99 per month.

30

Source: Adapted from www.nottinghampost.com/news/business/puregym-announces-opening-date-new-8679794 (accessed 17/10/23)

Extract D**The future of digital fitness**

Adapted from www.thefranchiseshow.co.uk/blog-library/the-future-of-digital-fitness. Item removed due to third party copyright restrictions.

Extract E

PureGym UK Fitness Report

79% of the UK population say their health has become more important over the last three years. 64% of people in the UK say they do not look after their health as much as they should. - Women are more likely to consider themselves as being unhealthy (26%) compared with men (21%).	50
36% of the population say that there simply is not enough time in their day to exercise. 14% of people in the UK are currently a member of a gym. - The majority of gym users (76%) visit the gym twice or more per week; 14% visit every day.	55
- Gyms are at their busiest from Monday to Wednesday; Sunday is the quietest day. - Gyms are generally at their busiest from 5.00–7.00 pm. - The busiest month of the year is February; the quietest is December. - The main reason people go to the gym is to get healthy or maintain their current level of health.	60
- Other key reasons include losing weight, getting more toned, or having more variety in workouts. 40% of people that do not currently have a gym membership think that gyms are too expensive.	

Source: Adapted from www.puregym.com/blog/uk-fitness-report-gym-statistics (accessed 17/10/23)

Extract F

What is a personal trainer?

A personal trainer is a qualified individual who has the knowledge, skills and abilities to design safe and effective exercise programmes. They help PureGym's customers to achieve health and fitness goals, such as fat loss, muscle gain and improved sports performance by delivering a safe and effective workout programme, and providing guidance, support and motivation.	65
Many personal trainers choose a career within the fitness industry as they have undertaken their own journey and are passionate about helping others achieve their health and fitness goals. You might look at a personal trainer and think they have always been physically fit, but often they know what it's like to be new to a gym environment and not knowing where to start.	70

Source: Adapted from <https://www.puregym.com/puregym-experience/personal-training/> (accessed 04/02/25)

NB: All data was correct at the time of writing.

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