

THE YAVA CONCEPT: AMAZING SUCCESS STORY DURING CRUCIAL TIMES!



PENNY IOANNIDOU



Creative business in Fitness Lifestyle promotes job opportunities through global franchising

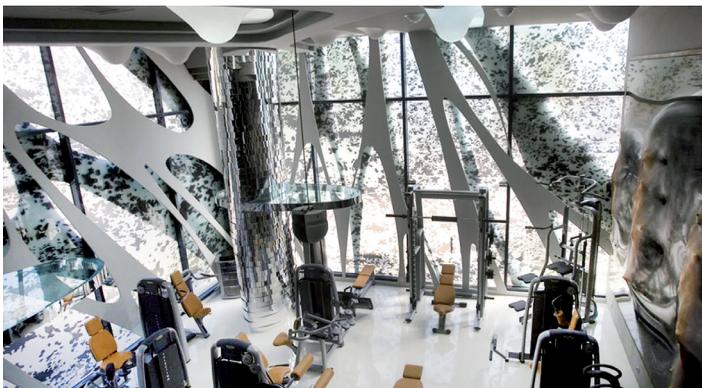
HOW FEASIBLE it is for challenges to produce fruitful creativity, when we are forced to live under crucial and difficult times? The answer is “Yes, it its feasible”, provided that this creative moving force involves a sincere personal committment: to achieve the goal in favor of humans and to benefit all.

The great Yava Fitness Centers family confronted successfully with an unusual challenge: in the top season of economy crisis, recession and austerity managed to increase its turnover, to multiply the units network and to offer job opportunities by employing a total workforce of 1.200 as of May 2018.

Within few years of running the Yava brand it was achieved the impossible: The succesful campaign 48€ for one year membership, resulted in recording an incredibly infrequent crowd of 60.000 people, which covered a 3 km distance to register. This successful action, which went viral on all social media (see link <https://www.youtube.com/watch?v=BOFfvUX6ykw>), was repeated in 2016 figuring the registration of 75.000 members and 100.000 members in 2017.

And the more subscribers to enter the Yava family of 400.000 members, the greater need to establish more district fitness & wellness units and specialized staff to man the franchisees.

At the time being, Yava is priviledged to run successfully a multi fitness & wellness unit network of 47 gyms all over Greece. What is next? Achieving all goals in the midst of economy crisis, Yava has upgraded the creative spirit of its staff so



that, enriched with special partners, seeks to expand its operations by initially striking the European site and then following up with Asia

The Yava family is training its staff through updated knowledge on health & fitness lifestyle. Educational sessions and seminars, schools for coaches, trainers, developers and managers, are supported by famous world marketing and sporting authorities. The “Yava Fitness Centers” organization is cooperating on regular basis with the Greek Bodybuilding and Fitness Federation (affiliated member of IFBB since 1970’s) on the area of organizing updated educational fitness seminars and programs, with certified trainers being practiced on-site, supported by professors of ergophysiology, specialists on nutrition and clinical dietists, wellness experts or famous scientists on health and fitness field.

Our partnership with LESSMILLS Hellas, the leading company in group fitness, with presence in 80 countries and 14.000 gyms allows us to provide the best an the latest modern group programs to our members.

The Yava Fitness Centers is synonymous to the quality, innovative and affordable fitness. The Yava web site, engineered for an easy, friendly and enjoyable browsing, can host any company’s banners giving the opportunity to advertise with an additional way to our members. Yava online radio is addressed to a constantly growing audience (at the moment 300.000 active members daily) The Yava Fitness Centers invite you, individuals or companies from different countries fond of healthy lifestyle to enter the family in order to run successful business and offer job oportunites especially to those IFBB members who are active or retired athletes or champions.

As pioneers, we accomplished our mission: to achieved the impossible. And we keep going further and forward. After all, we did it! It’s your turn now! Join the fastest increasing gym network of the world!