Strategic Planning Part 1: Proposal of New Division

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Innovation and technology are synonymous in business. The more innovative an idea is the better the chances are for a product or service to be successful. Bringing together technology and innovation is a game changer for any business.

Fitbit is a leader in health and fitness. They have become successful by creating a smartwatch that incorporates health and fitness in their watch and app. Innovation does not just stop there because the mission of Fitbit is, “To empower and inspire you to live a healthier, more active life. We design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be (Fit, 2018).

In order to be a continual leader, Fitbit will offer its customer a new service. The new service will offer an individual the opportunity to allow Fitbit to work with them to create fitness activities for their level. Along with the fitness activity, if they choose, they may also opt to have Fitbit suggest nutritional foods. The information given to the individual will be based on what already has been tracked through their Fitbit. The service is optional and the fee will be less expensive than a personal trainer.

The competitive advantage of this service lies in the service itself. No other smartwatch offers this. The service is offered as part of purchasing a newer Fitbit watch. The service will also alert the customer via text, email, phone app and on the watch itself. Once the program is set into the individuals watch, the service automatically motivates the individual to continue their plan.

VISION

To continue to help make people lead healthier, more active lives by empowering them data, guidance, inspiration and guidance to reach their goals (Fitbit, 2016).

This is Fitbit’s vision that is in line with its mission. The new service division is a continuation or an extension that continues to follow the vision of Fitbit.

References

Fit. (2018, May). Fitbit Mission Statement. Retrieved from https://www.resultmaps.com/performance-resource-library/2017/4/18/the-fitbit-mission

Fitbit. (2016, November). Fitbit Media Statement. Retrieved from http://www.businesswire.com/news/home/20161110006359/en/