

In good form

The Moving Body Group offers its customers new fitness ideas

Hazel Tan

THE Moving Body Group has not stopped growing since Ms Audrey D'cotta set up her first The Moving Body studio in Robertson Walk in 2009.

Today, the Promising SME 500 business luminary has four businesses comprising The Moving Body, Pilates Inc, Physio In Motion and The Movement Academy that span across four locations in Singapore.

Says Ms D'cotta: "The most important strategy is to provide something novel and unique about our services, and at the same time, provide quality to our customers. Our customers must never have the impression that we are providing the new service as a gimmick or that it is a passing trend."

Master trainers

The Moving Body Group is led by studio directors Ms D'cotta, 35, and Ms Jacqueline Lee, 35. The two met in the National University of Singapore (NUS) and were members of the aerobics sub-club, a society that organises regular aerobics classes for NUS students and staff.

In 2011, their love of health and fitness saw them come together to merge their businesses and create the concepts of The Moving Body studios. Both are certified master trainers with Balanced Body, an internationally accredited pilates certification body in the United States.

The innovation in The Moving Body Group lies in how they have successfully structured their set-up, expanding it into four different businesses to provide complementary services.

"Each entity has its target audience as well as focus," says Ms D'cotta.

The Moving Body was the first gyrotonic studio in Singapore to offer gyrotonic group classes, and training on the full collection of gyrotonic specialised equipment. It offers classes with a therapeutic focus while Pilates Inc offers classes with an athletic focus.

Physio In Motion has qualified inhouse physiotherapists who can put together customised treatment plans to meet their clients' needs, while The Movement Academy offers certification courses and workshops for aspiring and certified fitness professionals in Singapore.

Experiment small scale

When the company is looking to experiment with something new, it tests it on a smaller scale. For in-



Ms Audrey D'cotta (left) and Ms Jacqueline Lee are both certified master trainers with an entrepreneurial streak.
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stance, Core Align, a new programme was launched recently by The Moving Body, but has not yet been extended to the other three studios.

"When it takes off, we will launch in all our locations and in both The Moving Body and Pilates Inc," says Ms Lee.

"Similarly, 'spinning' as an added service at Pilates Inc was a daring move. It is an innovative idea that has never been done in a pilates studio. It is the total opposite of pilates and marrying the two in a pilates studio was an idea that we proceeded with only after a market survey was done," she adds. Spinning is a fast-paced, adrenalin-pumping workout on the bicycle.

The Moving Body Group stays efficient by sharing its human resources. A team of administrative managers runs all four companies, based on an organisational framework. The companies also enjoy cost savings by ordering their supplies and obtaining services as a group to reap economies of scale.