



Our Mission Statement

ORIGIN:	Method created by and for women in Switzerland
DOMAIN OF COMPETENCE:	<ul style="list-style-type: none">■ Fitness■ Method for getting in shape■ Program for getting in shape■ For women and children from 8 years old to 80
POINTS OF DIFFERENCE:	<ul style="list-style-type: none">■ Professional and original■ No contract■ Inexpensive■ Local■ Flexible schedule■ Guaranteed quality■ Created, managed and taught by women, for women
CLIENT TARGET:	For women and children from 8 years old to 80, concerned with being fit
PERSONALITY OF THE CLIENT:	<ul style="list-style-type: none">■ wants to be in shape■ lacking money and time■ enjoys a sense of community■ likes a friendly atmosphere■ appreciates personal attention
PERSONALITY OF THE COMPANY:	<ul style="list-style-type: none">■ professional■ original■ welcoming■ fun■ dynamic■ competent
MISSION:	<ul style="list-style-type: none">■ A method of getting in shape at an affordable price■ Always on top of developments in the fitness industry
VALUE:	Encouraging women to realize the best in themselves
ESSENCE:	Passion for women's well-being
SLOGAN:	DANCE AEROBICS, now, I begin...