

Harmony Health Fitness and Natural Healing Centre

Harmony Health sits nicely up in the beautiful Strzelecki hinterland overlooking Wonthaggi and towns in the valley below with the seas of Bass Strait in the distance. What a beautiful place to get out of bed and look at this panoramic view each day knowing this is a place of work.

How long have they been in business?

Alan Close is an ex professional sportsman and coach with 25 years experience in coaching and training state, national and world ranked athletes and teams. He has many years experience operating a fitness centre and more recently, his successful natural therapy centre.

Deb Jordan has always had a keen interest in sport both as a participant and a supporter. She has played netball, basketball, tennis, table tennis and enjoyed long distance running, completing a marathon in 1983. Deb was also been involved as a manager with the Gippsland State Netball League team. Together with husband Alan, they provide an experienced team and have been in business in Bass Coast for about fifteen years.

Why did you set up business in Bass Coast?

"We found this property and decided that it was close enough to Melbourne to keep in touch with our city based clients as well as being able to develop and support a local client base".

What successful marketing strategy have you used?

Alan said, "We have not done a lot of advertising, but what we have done has been successful. We have found a letter box drop of a flyer has been very useful to our business. Mostly our business works on referral from other customers, which is a great way to build a business".

How important is staff presentation?

"We try to keep a professional look by having a uniform and we believe customer service is paramount to our business. We will go the extra mile for our customers because we see it as important to build relationships" said Deb.

What does the business provide?

Natural therapies, comprehensive weight loss programs, fully equipped gymnasium, remedial massage, personal training and a long list of other services. Alan is a motivational speaker. Also there is a café where you can get coffee and snacks during gym hours.

What is your business tip?

"Always make the customer your number one priority. Create a great partnership with your customer. It develops loyalty and gives your customer a feeling that they are important to you and that you are their friend. They should leave us at least feeling as good as when they arrived, preferably much better".

Harmony Health
1475 Loch Wonthaggi Road
GLEN ALVIE
Phone: 03 5678 3356
www.harmonyhealth.com.au