CASE STUDY

Transforming Global Expansion for Box12 Fitness

BOX12

Client Overview:

Box12 Fitness, a leading UK-based fitness brand, is renowned for providing functional fitness and boxing workouts that incorporate the latest technology to optimize training. With a commitment to delivering cutting-edge fitness experiences, Box12 Fitness sought to expand their offerings to a global market.



The Challenge:

As Box12 Fitness embarked on their global expansion journey, they encountered a unique set of challenges. Their specialization in functional fitness and boxing demanded tailored equipment that aligned with their innovative training model. With a focus on incorporating technology to enhance workouts, finding the right partner for customized equipment became crucial.

Partnering with MYG:

In their pursuit of a partner who could meet their specialized equipment needs, Box12 Fitness discovered MYG (Make Your Gym), a design house dedicated to functional and sports leisure club design. MYG's reputation for creativity, innovation, and comprehensive solutions caught the attention of Box12 Fitness. Recognizing the complexities of Box12's requirements, MYG stepped in to provide a solution that aligned perfectly with their vision.

Client Overview:

MYG quickly grasped the intricate demands of Box12 Fitness's unique training approach and designed a prototype that catered to their specific needs. The prototype was sent to the UK for evaluation, and Box12 Fitness was not only impressed by the quality but also by the competitive pricing MYG offered. This marked the beginning of a partnership that would drive impactful results.

As Box12 Fitness looked to expand to Saudi Arabia, MYG's strategic advantages in India became instrumental. MYG offered more than just cost-effective solutions; they delivered an end-to-end experience that encompassed everything from design and manufacturing to exporting, clearance, customs on-site installation in Saudi Arabia.



The partnership between MYG and Box12 Fitness transformed from a transactional collaboration to a true alliance.

Results Achieved:

- MYG's expertise enabled Box12 Fitness to achieve a delivered price in Saudi Arabia that undercut their previous manufacturing costs.
- MYG's comprehensive services ensured a smooth entry into the Saudi market, with seamless coordination of logistics and installation.
- The partnership between Box12 Fitness and MYG extended globally, with MYG becoming the preferred design and supply partner for Box12's expansion endeavors.
- MYG's commitment shone through when they created a custom exhibition stand for Box12 Fitness, offering substantial savings and enhanced visibility on a global stage.

Building a Strong Partnership:

The case of Box12 Fitness exemplifies MYG's commitment to delivering tailored solutions that cater to the unique requirements of clients. Beyond being a design and supply entity, MYG is a strategic partner that focuses on relationships and comprehensive solutions. This case study showcases MYG's role in reshaping fitness spaces worldwide while prioritizing client success.



Box12 Fitness's collaboration with MYG showcased the power of partnership, where MYG not only met the demands of specialized equipment but also comprehensively supported Box12 Fitness's global expansion aspirations.