

CASE STUDY

Revolutionizing Club Excellence
with Ileseum



**ILESEUM
CLUBS**

Client Overview:

Ileseum, an innovative Indian brand that embodies "Inclusive Localism for Excellence in Sports Education and Urban Living Management," is a leader in providing comprehensive club memberships that cater to diverse individual preferences. Ileseum aimed to create top-tier clubs that offer an unparalleled experience while remaining affordable. However, being experts in club operations, Ileseum faced challenges in achieving the right balance between quality and cost in club construction.



The Challenge:

Ileseum's commitment to delivering an exceptional club experience to its members posed two significant challenges. Firstly, ensuring that the club met the desired standards without inflating costs was a complex puzzle. Secondly, balancing the quality of products within budget constraints was crucial to maintaining member satisfaction and return on revenue.

Partnering with MYG:

MYG (Make Your Gym) had established a strong relationship with Ileseum, primarily focused on gym equipment supply. Recognizing MYG's expertise and reputation in delivering high-quality fitness solutions, Ileseum approached MYG for a comprehensive solution to their club construction challenges. This marked the beginning of a transformative partnership.

Solution Provided by MYG:

MYG embarked on a journey to understand Ileseum's unique vision and requirements thoroughly. The collaboration went beyond gym equipment supply, with MYG becoming the strategic partner for club design and construction. MYG's multifaceted approach began with a master plan that encompassed all aspects of the club, from swimming pools and tennis courts to gyms and landscaped spaces.

MYG's comprehensive offering included:

- Detailed costing for the entire club project
- 3D views and renders for an immersive visualization
- Designing and conceptualizing the club layout

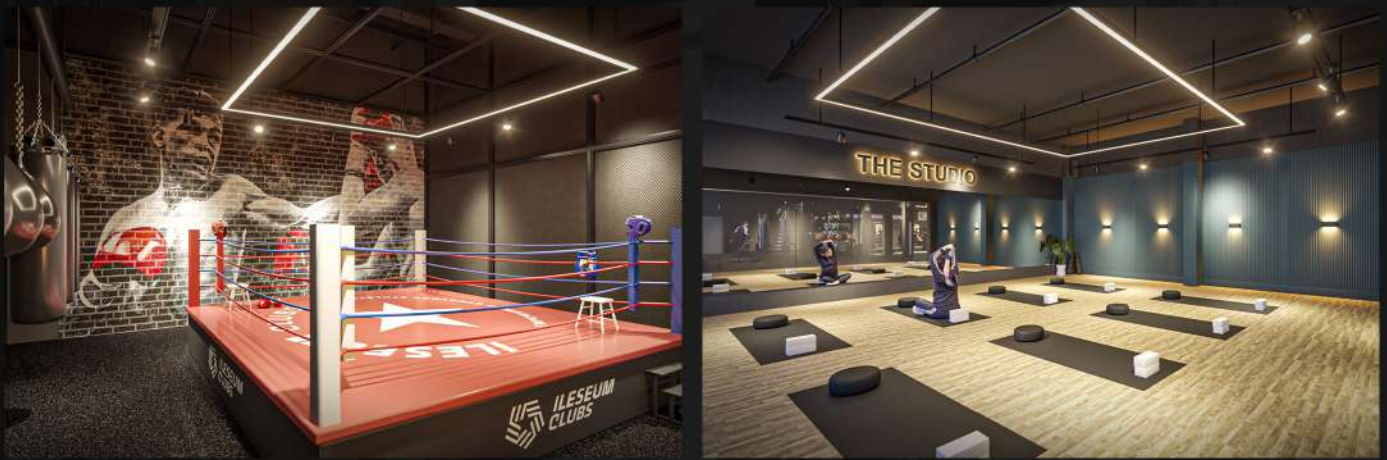


Results Achieved:

Ileseum was impressed with MYG's master plan and detailed costing, which allowed them to envision the club's potential.

MYG's expertise in sports and recreational club design enabled them to deliver exceptional quality while maintaining budget constraints.

The partnership between Ileseum and MYG evolved into a dynamic collaboration, elevating MYG from an approved supplier to a preferred partner.



Strategic Partnership:

MYG's association with Ileseum transformed beyond a mere supplier-client relationship. MYG became an integral part of Ileseum's team, contributing from the initial design and conceptualization stages to project execution. This extended partnership empowered MYG to take on turnkey projects with Ileseum, reinforcing their commitment to excellence and affordability.

Ileseum found a dedicated and trusted partner in MYG, enabling them to overcome the challenges of club construction. MYG's seamless integration with Ileseum's vision underscores their role as a catalyst in revolutionizing the club industry, fostering innovation, and driving the pursuit of excellence.