

bec

free support and advice to establish and improve your business in the NT



Vania and Phil Primmer from Ultimate Gym and Fitness

CASE STUDY: **ULTIMATE GYM AND FITNESS**

Phil and Vania Primmer are the dynamic duo behind Ultimate Gym and Fitness located in Winnellie, starting their first business venture from scratch 18 months ago.

After spending over a million dollars on the amazing, large scale fitout and state-of-the-art gym equipment David designed himself, Vania was given the tough task of marketing the new business with a zero dollar budget.

“I asked around where I could get some help with marketing and the Department of Business told me about the Business Enterprise Centre. The BEC workshops were all free which fitted into my budget perfectly. I’ve attended them all,” says Vania.

“I’ve learnt everything that I knew about business from these workshops, such as writing a business plan and bookkeeping.

“The social media workshops with Steve Davis were fantastic and really relevant for us, we’ve implemented everything that he suggested.”

“We started at 0 members and we’re now at nearly 1800 members and we’ve done zero traditional advertising, it’s all been through our facebook page and website.”

Vania said she tells anyone she knows that’s looking to start up a business, or has a fledgling business that needs help, to see the team at BEC Darwin.

“I tell everybody they definitely have to go to these free BEC workshops, they won’t regret it.”



For more information

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