

## The Implementation of a Well-Fit-Program at SporLectro Hannover



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*Comprehensive guideline! Its such a good read through. It is actually writer in basic words and not confusing. I am just easily could possibly get a enjoyment of reading a composed book.  
(Lonzo Wilderman)*

## THE IMPLEMENTATION OF A WELL-FIT-PROGRAM AT SPORLECTRO HANNOVER

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Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2009 in the subject Business economics - Company formation, Business Plans, grade: 1,3, Leibniz Academy Hanover - University of Cooperative Education Hanover, language: English, abstract: For quite some time the employees of SporLectro were not realizing their full potentials. Their physical and mental well-being suffers for the expenses of the company. Hence, the purpose of this proposal is to improve the employees health status with the consequence to make their work performance more profitable for SporLectro. This is achieved by implementing a Well-Fit-Program at SporLectro Hannover. The program counts on a combination of sportive activities, nutritional awareness and stress relaxation. The project in the scope of health management will be enabled to reduce the incidence of disease by at least 78 % one year after the implementation. This fact allows saving amounts up to 1,593,817,50 per year. Furthermore the labour turnover rate will decrease to 50 % and the number of applicants will increase by at least 40 %. Thus SporLectro can use the valuable human capital to improve the productivity and to promote the company. The program will make the employees more satisfied, so the basis for maximum labour productivity can be established. It is mentionable that the Corporate Identity can be strengthened. A company which offers sport- and health-oriented products should also represent the according philosophy within the company. The implementation of the Well-Fit-Program will only cost 52,039.00. The running costs per year are 50,184.10. Summarized one year after the end of the project SporLectro will have invested 102,223.10. This means that the cost saving SporLectro has one year after the implementation is 15 times higher than the costs of the project...

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