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Press Release

How To Start & Run A Profitable Weight Loss Business: Newly Updated 2nd Edition

Simply The Most Down-to-Earth Nuts & Bolts Blueprint Ever Written

Tampa FL, August 2, 2010: Marketdata Enterprises, Inc., a leading independent market research publisher of "off-the-shelf" studies about service industries since 1979, has published a new 199-page Guide for consumers and entrepreneurs entitled: **"How To Start & Run A Profitable Weight Loss Business."** The Guide was written by John LaRosa, BS, MBA, the nation's leading diet market business consultant and President of Marketdata. Mr. LaRosa has tracked the diet market for 21 years, through booms and recessions, and has consulted for many large and small diet companies and start-ups alike.

"There are many people out there that want to grab a piece of the nearly \$60 billion U.S. weight loss market, but don't know how. Competing in the dynamic and crowded weight loss is tricky. Many ventures fail, due to mismanagement. Should you write a diet book, create a diet website, buy a diet franchise, or start your own weight loss center? This Guide tells you how much each will cost, the advantages/disadvantages of each." according to Research Director, John LaRosa.

Topics Covered in The Guide:

- Do You Have What It Takes To Survive In This Business? Interviews with 8 successful industry executives that survived over the long term.
- Poor Management – The Single Biggest Cause of Failure
- The Importance of Advertising
- Multiple Channels of Distribution – Your Best Insurance Policy
- Brick & Mortar Commercial Weight Loss Centers
- Weight Loss Franchising: The Advantages and Drawbacks
- If You're A Physician: Adding Weight Loss To Your Practice
- Multi-Level Marketing: A Reality Check on Independent Distributors
- If You're A Nutritionist or Dietitian
- Diet Websites: Setting One Up From Scratch, With An e-Commerce Store
- Writing A Diet Book – Your Ticket To Fame?

- Diet Food Home Delivery Services
- Reference Directory Of Weight Loss Information Sources

The Guide is written in an easy to read style, with commentary by John LaRosa, key recommendations, names, websites and phone numbers of companies to help you, and much more. Backed up by information from market research studies, government agencies, franchising groups, and owner/managers. Includes an outlook and forecast for specific segments of the diet market to 2012.

Major Findings:

- The one thing that ruins most weight loss companies is **poor management**. The most recent example of this is LA Weight Loss Centers, which in two years went from a chain of 800 centers to almost nothing. Also, too much focus on pushing product on clients, without serving their needs.

The reasons why commercial weight loss centers fail most often:

- high pressure sales tactics by its staff, restrictive and expensive contracts
 - inadequate disclosure of total and true program costs, incl. supplements, foods, etc.
 - deceptive advertising, bait & switch tactics
 - pricing that is out of sync with the competition
 - a change in the company's brand name
 - negative publicity, spread via the Internet, TV, fines by the FTC or Attorneys General
 - underestimating the competition
 - straying from your main focus, making acquisitions that don't make sense
 - not soliciting customer feedback on a regular basis
 - not monitoring quality control, especially of franchisees and licensees.
- One principle that works well is DIVERSIFICATION, and multiple distribution channels. Don't put all your eggs in one basket. One way of diversifying is to develop several methods of delivering your weight loss product, service or program to the public. Ideally, you will have different "packages" with different prices, to accommodate different dieter budgets.

"It's easy to START a diet business. Making it PROFITABLE is another thing. This new Guide will give readers the tools to make it profitable, and to avoid the common mistakes others have made.", according to John LaRosa.

Editor's Note: How To Start & Run A Profitable Weight Loss Business, published in August 2010, is an independently researched "off-the-shelf" Guide. The Guide is 199 pages in length and contains many case studies and real-life examples. Available in digital or print format. Price: \$149. Free table of contents available by mail, email or fax. Contact: Marketdata Enterprises, Inc., Regents Park Drive, Suite 120, Tampa, FL 33647, (813) 907-9090. John LaRosa is available for interviews.

www.marketdataenterprises.com