

-REPS ريبس فتنس ستيديو
fitness studios

let's get fit. **together.**





let's have some fun



let's have some fun

About Reps Fitness Studio

-  Reps Fitness Studio is a 100% Bahraini based health & Wellness center established in 2014
-  The Studio offers group exercise classes, in-house customized weight loss programs, one on one training, as well as fitness and nutrition courses
-  A diverse team with strong credentials of local & multinational certified trainers
-  Affiliation with international certification bodies
-  An organizational culture focused on creating a unique experience revolved around community, fun, results, and lifestyle improvements
-  Good track record in conducting events and corporate wellness with many organizations in Bahrain
-  A mission towards empowering Bahraini youth through fitness education and opportunities to build experience

Our Vision

*“to empower Bahraini youth through fitness education & passion while
increase attractiveness
of career in fitness and healthy living by providing opportunities to build
experiences
and qualifications for disease prevention”*



Our Aim

Coincides with Bahrain's vision to turn the kingdom's focus from sports related initiatives to "health and fitness for all" model towards a more dynamic approach that makes fitness accessible to the majority people from different ages, genders and capabilities (injured athletes, people with different genetic profiles, interests and people with disabilities).

Bahrain Sustainable Development Goals

the roles of the privatized fitness industry



Ensure healthy lives and promote well-being for all at all ages



Significant strides have been made in life expectancy



Education & health care



Major progress on increasing access to clean water and sanitation



Reduction of common killers associated with child maternal mortality

When it all came together?

Who is Mahmood AbdulSamad



- Bsc in Marketing & Management and Masters in business and management with several personal training, group fitness and health and wellness certifications including motivational coaching.
- An 11 years experienced ex- business development assistant manager in a financial institution with a passion for fitness and health
- Completed the EDIP program with UNIDO ITPO Bahrain in 2009, which provided the right motivation, guidance, and support towards realizing the “*dream*”
- In addition, undertook capacity development programs and counseling to become a full-time entrepreneur and counselor - now running

REPS Fitness Studios

- Mahmood enjoyed tremendous success through his enterprise, offering a unique and innovative style that allows flexibility and community atmosphere that promotes healthy living and exercise
- Currently, working as a recognized advocate for the Health & Wellness cluster on several initiatives in cooperation with UNIDO ITPO Bahrain and the Ministry of Youth & Sports towards the development of an educational sports training academy

How it started?

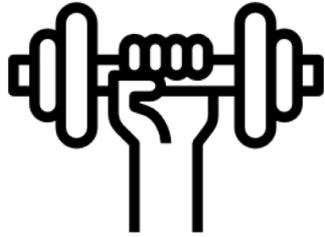
REPS Beginnings...

“To provide this standard of fitness, I took time to develop my own capabilities, I took time to accomplish my fitness certifications from international renowned centers. My real motivation started with a dream on how to provide my legacy and what I learned.

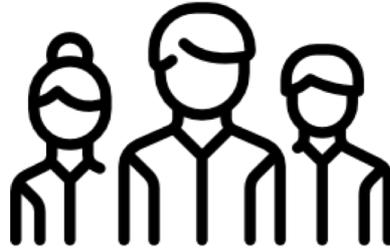
The studio has not simply been born on the premise of owning a business but sharing a a passion with others to create a lifelong change to all stakeholders . The founder’s initiative included part time work at an international fitness company as a certified trainer instructor focusing on group training - where he developed his experience and reputation not by being on the business but in the business.

With the assistance of UNIDO, developed a business concept – positioning it as a functional training fitness studio focusing on community building, physical results and exercise as a form of entertainment for retention and *interest*. It required extensive research on machinery, staff and atmosphere ensuring and effective combination of conditioning and strength training and an overall atmosphere and environment to combine the three aims .”

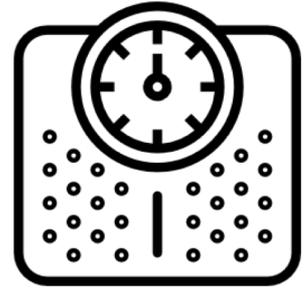
Our Values



Turn exercise into a form of entertainment



Build a community of companionship and belonging



Help members get physical results

What are the key areas to address to create our objectives and outcomes ?

Bahrain has become in the top 10 most obese countries in the world, sedentary lifestyle lead to **obesity**. chances of being overweight actually increased with education in Bahrain – a rare phenomenon.

22% of the population in Bahrain have **Diabetes** - ranked as number 8 in the world. Also ranked within the top 15 countries in the world with obesity

In Bahrain, there is only one study on the status of preschool children in which 12% of preschool children of 1 month to 5 years of age were found to be overweight. the association of **childhood obesity** with adult obesity has been inadequately investigated, increased body fat among children maybe a contributing factor for obesity in adulthood.

Another study for school children between 6-18 studied the body composition of Bahraini school children monitoring obesity in school children in. The high proportion of body fat among Bahraini school children, especially girls, urges an intervention program to **prevent and control obesity** in this age group as the 6 ± 18 y have similar values of BMI to their counterparts in the USA and even higher with school girls

Our objectives

design, implement, and manage a health & wellness programs...

- ★ Train and educate individuals about healthy lifestyle habits
- ★ Build community within the youth with touch points on reduced inequalities
- ★ Attract youth to the health & wellness industry
- ★ Introduce career opportunities to build professionals
- ★ Engage youth in social empowerment initiatives
- ★ Build entrepreneurial traits to develop businesses within the health & wellness industry



i'm here to help.