

Hybrid Offering

Brief description	As a solution provider, LMT combines third-party equipment delivery with various service offerings including a marketplace for second-hand equipment, professional services for fitness wellness and physiotherapy centres, training and certification.
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Hybrid offering's industry	Fitness
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Company details

LMT www.lmt.eu	Founded 1983, LMT is a provider of product-service solutions for fitness, rehabilitation, and sports. The company is based in Frittlingen, Germany and also operates offices in Austria and Switzerland.
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Company's industry	Fitness
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Country of origin	Germany
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Dimensions

Product dimension	LMT sells third-party equipment and accessories for fitness and rehabilitation centres and for the home. Products include among others cardio, power training and diagnostics equipment, home trainers, and gym mats.
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Service dimension	Among the services offered are delivery and support, an online marketplace for second-hand equipment, planning and project management services for fitness wellness and physiotherapy centres, instructor training and certification, and individual seminars and trainings.
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Other links	http://www.lmt.eu/eu/market/boerse.php http://www.lmt.eu/eu/finance/finance.html
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Other Crucial Dimensions

Community as service	No
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Target market	B2B, B2C
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Revenue model	One-time payment or leasing or through refund for selling outdated equipment
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Images

Product dimension



Service Dimension

