



Gym - Fitness Center

Wake Up - Exercise - Sleep

Business Plan [YEAR]

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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1.

Executive Summary

Business Overview

Product and Services

The Market

The Competition

Operations

Management Team

Risk / Opportunity

Financial Requirements

Financial Summary

Business Overview



TIP

Stayfit Company is a unique fitness facility with a strong focus on providing practical lifestyle enhancement to its members in an upbeat, friendly, yet adult-oriented atmosphere. As a first-class exercise facility, the company promises to deliver the highest level of personal service and attention to its members.

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Product and Services



TIP

Stayfit Company provides its members with the latest in fitness and martial arts techniques. From group or corporate to individual training, the company will customize specific programs geared for all fitness enthusiasts, from beginners to professionals.

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Start Writing here...



TIP

A group fitness training program geared to groups of individuals seeking to be motivated by those within the group.

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Tone & Fit

Start writing here...



TIP

A private training program uniquely designed for clients seeking to find their fitness comfort zone through personalized, one to one training, in a stress-free, structured environment. Semi-private sessions for 2 and 3 participants are also available.

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Private Fit

Start writing here...



An intensive fitness and weight loss program geared to individuals superior results.

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Boot Camps

Start writing here...



A personalized training program designed with the group's overall fitness goals in mind, whether it's weight loss, muscle tone, flexibility, or a combination.

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Private Group Fit

Start writing here...



A type of Private Group Fit that is designed specifically for corporations. Customized and appealing to clients in both large and small corporate societies.

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Corporate Fit

Start writing here...



A fully graded Karate program designed to get the participants in shape while developing overall mind-body discipline and, at the same time, participants have fun.

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Karate Fit

Start writing here...



TIP

Using the Hatha Yoga methods, the programs are designed to provide strength, flexibility, and relaxation.

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Yoga Control

Start writing here...

The Market



TIP

The Canadian Health and Fitness Club Industry have been experiencing tremendous growth for a number of years, with revenues totaling approximately 2.22 (CDN) billion dollars in 2008. Total memberships in 2008 were approximately 5.3 million, with approximately 16.2% of the Canadian population being enrolled in a local fitness center. P

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Start Writing here...

The Competition



TIP

Competition within the Canadian Health and Fitness Industry is fiercely intense, diverse, and fragmented. The number of health and Stayfit is expanding rapidly, specifically within the larger metropolitan areas in Canada.

Stayfit have become more specialized, offering unio

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Operations



TIP

The day to day operations of *Stayfit Company* will is focused on delivering exceptional group training and personal training services, within a positive and inviting atmosphere.

The *Stayfit Company* facility will be approximately 3

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Start Writing here...

Management Team



TIP

The management team is composed of the solid experience of Owner 1, a 20 veteran in the health and fitness industry, former martial arts and Stayfit owner, a certified personal trainer, and second-degree black belt recipient in the martial arts of Karate.

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Start Writing here...



JOHN DOE

Owner - john.doe@example.com

Stayfit is led by Mr. John Doe who has been in the gym and fitness business for 20 years. While Mr. Doe has never run a gym himself, he has been a fitness instructor since age 15 and spent most of his adult life working in gyms. As such Mr. Doe has an in-depth knowledge of the gym business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

Risk / Opportunity



TIP

The greatest risks deliberating the success of *Stayfit Company* are market and execution risk. Because of the sensitivity of the fitness industry, *Stayfit Company* would have to be cognizant and aware of the changing developments in these areas.

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Financial Requirements



TIP

In order to establish a successful launch of *Stayfit Company*, and support comfortably its growth through the first two years, the management team estimates an overall start-up budget of \$46,000 (forty-six thousand dollars).

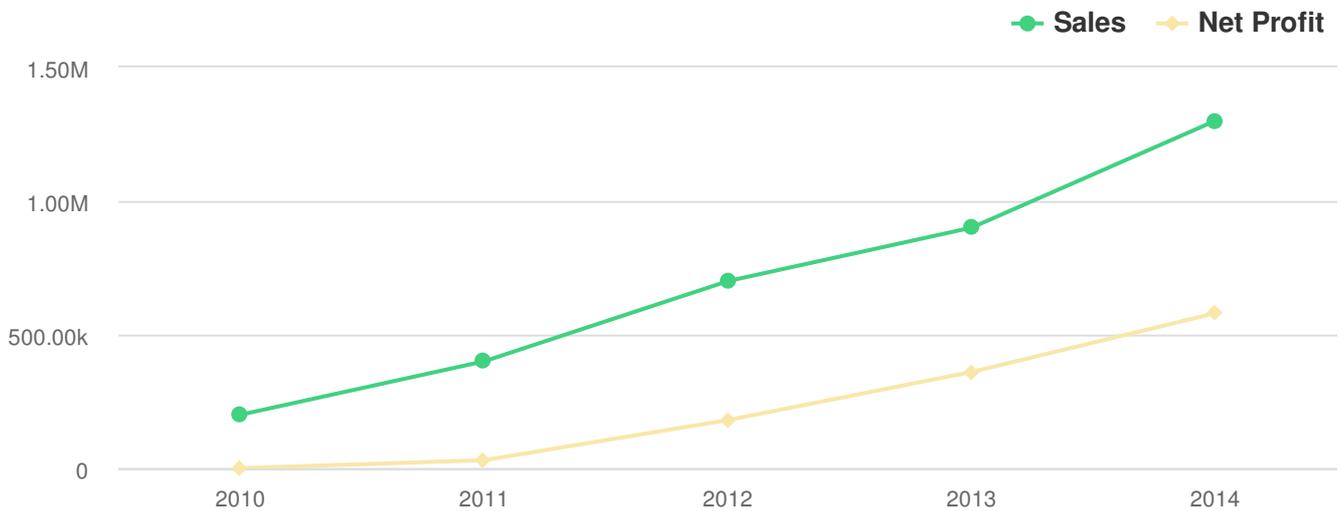
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Start Writing here...

Financial Summary

Stayfit Company is expected to achieve sales of \$1.25 million by Year 5 (2014). Net Profits are expected to reach just over \$580,000 for the same Year.

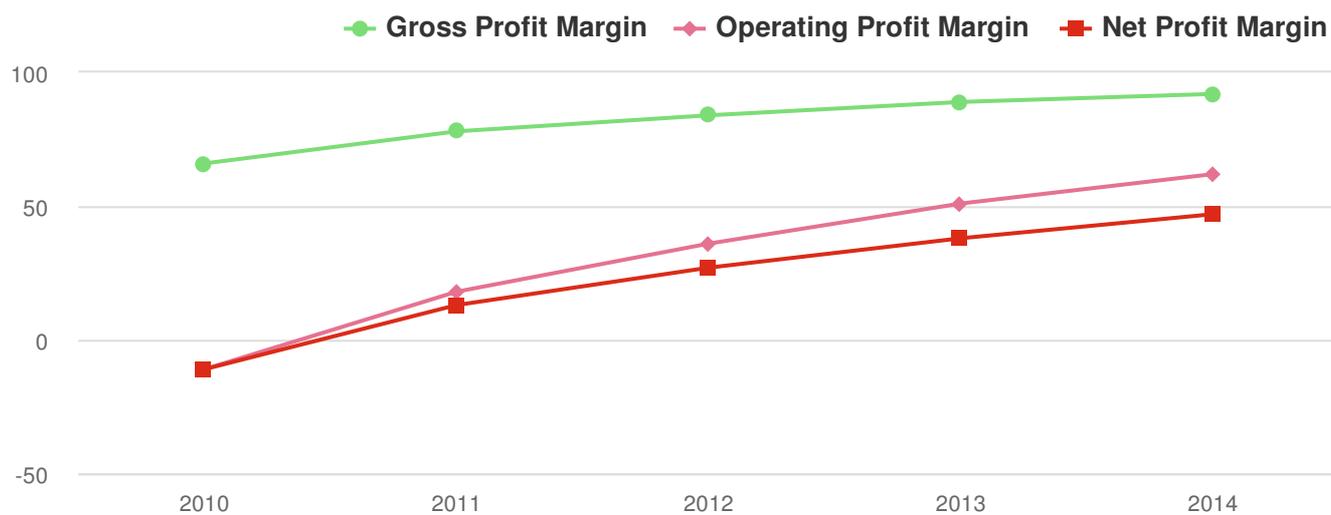
Sales vs. Net Profit



Financial Year	Sales	Net Profit
2010	200000	0
2011	400000	30000
2012	700000	180000
2013	900000	360000
2014	1300000	580000

Gross Profit margins will on average be at 82% for the five year period, with Operating Margins increasing steadily from -11% on Year 1 to 62% by Year 5. Net Profit margins will continue to increase annually, with a target of 47% by Year 5.

Margins



Financial Year	Gross Profit Margin	Operating Profit Margin	Net Profit Margin
2010	66	-11	-11
2011	78	18	13
2012	84	36	27
2013	89	51	38
2014	92	62	47

2.

Business Description

Industry Overview

Company Description

Stayfit's History

Mission Statement

Goals and Objectives

Critical Success Factors

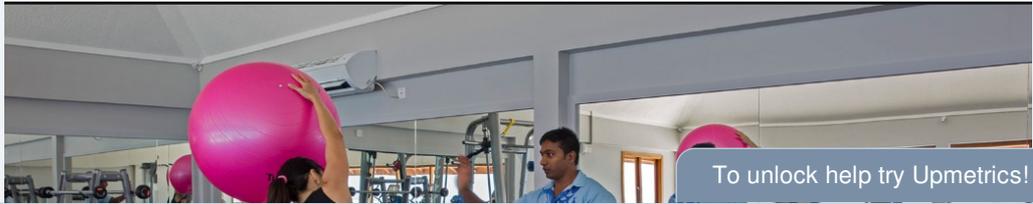
Company Ownership

Gym Design

Exit Strategy



TIP



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Industry Overview



TIP

The fitness industry is one of the fastest-growing industries. Financial Week magazine listed the fitness sector as one of the few industries that prospered in 2009, with an approximate growth of 2.2%. Some of the main reasons include; increasing risk of disease related to obesity and the increase in the “Baby Boomer” population exploring new ways to m

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Company Description



TIP

Stayfit Company will operate as a Limited Liability Corporation. *Stayfit Company* is a newly formed business derived from an existed business, with a diverse number of service offerings and unique business models.

The Company operates in the fitness industry, offer

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Start Writing here...

Stayfit’s History



TIP

After surveying the local customer base, and finding a potential retail location, Mr. John Doe incorporated Stayfit as an S-Corporation in Jan 2009. Previously it was owned by a business owned by Ms. Jane, “Elite Martial Arts and Stayfit.” The company was formed to cater to the increasing demand from clients seeking a number of alternative methods to achiev

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Start Writing here...

Mission Statement



TIP

To provide first-class comprehensive fitness and nutritional solutions designed to enhance its members' health and well-being. It does this in a friendly non-intimidating atmosphere and by focusing on superior personal service and attention to detail.

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Start Writing here...

Goals and Objectives



TIP

The company's goals and objectives include;

- Increase the client base by 100 customers within the first year of operation.
- Relocating to a large and more appropriate location facility by the first

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Start Writing here...

Critical Success Factors



TIP

The critical success factors required for the success of the company include;

Client Retention – Retaining new clients, particularly within the first year of operation, a will is very important in order to achieve the company's projected sales objectives. To ensure the required number of clients

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Start Writing here...

Company Ownership

The ownership of the company will divided between the two individuals, Owner 1 and Owner 2.



50%



John Doe

50 Shares



50%



Jane doe

50 Shares

Gym Design



TIP

Stayfit will develop a 2,500 square foot Gym whose key elements will include the following:

- Reception Desk
- Self-service water/drink area

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Start Writing here...

Exit Strategy



TIP

A number of possible long term exit strategies have been identified.

Sale of the Company - *Stayfit Company* will sell all its assets to a buyer in search of establishing a new business within the fitness industry, or a buyer with an already established brand in search of expansion.

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Start Writing here...

3.

Products & Services

Service Description

Yoga Control

Pricing Table

Unique Features

New and Follow-on Products/Services

Service Description



Stayfit Company provides the following fitness services:



TIP

Stayfit Company recognizes that there is definitely strength in numbers, which is why the company has designed a group training program that is amongst the finest in the area. The group training programs allow clients to become a support system for one another helping them to reach their personal health goals. The Tone and Fit program is designed to provide

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Tone and Fit

Start writing here...



TIP

This program allows s clients to find their fitness comfort zone through personalized, one to one training and allow s the participants to open up in a stress-free, structured environment. Semi-private sessions for 2 and



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Private Fit

Start writing here...



TIP

Losing that last 10-20 pounds can be the most difficult task of all which is why *Stayfit Company* has developed fitness boot camps. The emphasis is on weight loss and to prepare the participant(s) for a long term fitness plan.



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Boot Camps

Start writing here...



TIP

Private Grout Fit programs are designed with the “group's” overall fitness goals in mind, whether it's weight loss, muscle tone, flexibility, or a combination. Groups can be teams, businesses, families, friends or whatever group



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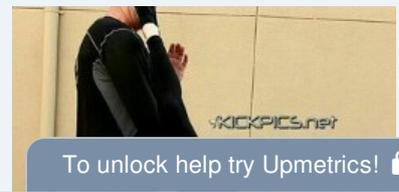
Private Group Fit

Start writing here...



TIP

This program is a fully graded Karate program designed to get the participants in shape, while developing overall mind-body discipline and, at the same time, have fun.



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Karate Fit

Start writing here...

Yoga Control



TIP

Yoga Control is designed to provide its participants with the benefits of mind and body control, through the use of Hatha Yoga.



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Pricing Table

SERVICE DESCRIPTIONS / RATES / FREQUENCY

Product Name	Duration	Sessions	Per Month	Price	Per Month	Per Session
Group Fit (TF, K, Y)	Drop-In	1	1	\$10	\$10	\$10
Group Fit (TF, K, Y)	4 weeks	20	20	\$100	\$100	\$5.00
Group Fit (TF, K, Y)	8 weeks	40	20	\$190	\$95	\$4.75
Group Fit (TF, K, Y)	12 weeks	60	20	\$270	\$90	\$4.50
Group Fit (TF, K, Y)	24 weeks	120	20	\$520	\$85	\$4.25
Private Fit	1 session	1	1	\$80	\$80	\$80
Private Fit	4 sessions	4	4	\$300	\$300	\$75
Private Fit	8 sessions	8	4	\$560	\$280	\$70
Private Fit	12 sessions	12	4	\$780	\$260	\$65
Semi-Private (2 or 3)	1 session	1	1	\$100	\$100	\$50
Semi-Private (2 or 3)	4 sessions	4	4	\$360	\$360	\$45
Semi-Private (2 or 3)	8 sessions	8	4	\$640	\$320	\$40
Semi-Private (2 or 3)	12 sessions	12	4	\$840	\$280	\$35
Boot Fit Camp	4 weeks	28	28	\$300	\$300	\$10.72
Private Group (4+)	1 session	1	1	\$225	\$225	\$225/group
Private Group (4+)	4 sessions	4	4	\$800	\$800	\$200/group
Private Group (4+)	8 sessions	8	4	\$1400	\$700	\$175/group
Private Group (4+)	12 sessions	12	4	\$1800	\$600	\$150/group

Note: TF = Tone and Fit, K = Karate, Y = Yoga

ULTIMATE PACKAGE DEALS

Package	Duration	Price
Tone and Fit Complete - consultation, 12 weeks group sessions unlimited, 4 private lessons, nutrition plan, workbook	12 weeks	\$599
Super Fit Complete - 2 consultations, 24 weeks group sessions unlimited, 8 private lessons, nutrition plan, workbook	24 weeks	\$1099

Unique Features



TIP

The training programs offered at *Stayfit Company* are unique in the sense that they offer “total body” fitness, in comparison to just targeting specific areas of the body.

The main benefit of this type of fitness regime is that

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Start Writing here...

New and Follow-on Products/Services



TIP

The long term strategy is to open 1 new facility location per year. The business model is easily extendable due to the low overhead of costs in operating these facilities. Because these facilities are not equipment based, startup costs are also low.

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Start Writing here...

4.

Market Analysis

Industry Analysis

Market Analysis

Industry Analysis



TIP

In 2008, the global health club industry generated an estimated (CAD) \$69.6 billion in total revenue, serving nearly 117,500,000 members at more than 122,000 facilities worldwide. This represents solid growth across the board from 2007 when 108,059 clubs served 106,774,500 members and brought in (CAD) \$62.3 billion in revenue.

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Start Writing here...



TIP

According to a recent survey, conducted by the American College of Sports Medicine (ACSM), the increased importance of experienced, and educated, fitness professionals was identified as the top trend of 2010. This is likely due to increased industry regulation and an influx of specialty certifications, as well as educational programs, available for these profes

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Industry Trends

Start writing here...



TIP

Personal training continues to be the strongest growth segment of the fitness industry. This trend is expected to continue personal trainers to expand their services beyond a general exercise program.

The record-setting pace is the result of a number of

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Personal Trainers

Start writing here...



TIP

Functional training has its origins in rehabilitation. Physical therapists developed exercises that mimicked what patients did at home or work in order to return to their lives or jobs after an injury or surgery. Thus if a patient's job required repeatedly heavy lifting, rehabilitation would be targeted towards heavy lifting, if the patient were a parent of young cl

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Functional Fitness Training

Start writing here...

Market Analysis



TIP

Ottawa is a government town with a relatively stable economy and a high percentage of white-collar workers. The current economic recession has had some effect on the population but



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Start Writing here...



TIP

Stayfit Company will segment the marketplace in accordance with the various fitness services available to its clients; Group (One with Many) Fitness and Private (One on One) Fitness training services.

Group fitness training clients include individuals who

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Market Segment and Target Market

Start writing here...



TIP

In 2008, the total population for the Ottawa-Gatineau Ontario/Quebec was approximately 1,201,300 million, making it the fifth-largest census metropolitan area (CMA) in Canada. Within the age groups, the total population for those between the ages of 15 and over is approximately 998,560, or 83.3% of the total population.

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Population

Start writing here...



TIP

According to Statistics Canada, the average income family in the Ottawa-Gatineau Ontario/Quebec region earned approximately \$77,450 CAD in 2006, which is higher than the Canadian average of \$63,600. Of all family types, couple families had the highest incomes. Lone parent families had significantly lower incomes, with female lone-parent families significantly

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Income / Expenditure Statistics

Start writing here...



TIP

In 2007 – 2008, 48% of Canadians aged 20+ years were at least moderately active, with 52% of all Canadians being inactive. This proportion has remained relatively unchanged since 2003.

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Physical Activity In Canada

Start writing here...



TIP

In Canada, 31.1% of women aged 15 to 69 and 32.2% of men were categorized as having a "Good" health benefit rating. This category represents the largest proportion of Canadian adults. When looking at both ends of the spectrum, more adults have a "Needs Improvement" and "Fair" health benefit rating as opposed to "Very Good" and "Excellent"

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Aerobic Fitness Ratings In Canada

Start writing here...

5.

Competitor Analysis

Competitors

Barriers to Entry

Cost Structure



TIP

Over the past five years, the Gym, Health & Fitness Clubs industry has become more competitive in Canada. Well-financed competitors have entered the industry, and existing regional and national operators have expanded their operations. Prior to the onset of the global financial crisis, operators successfully obtained financing from a broadening market.

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Start Writing here...

Competitors



TIP

As a private company that started in 2000, Tony Greco launched the Greco Lean and Fit Centre after winning the light heavyweight IAKSA World Kick Boxing Championship title in 1995. The company offers various exercise programs including clean and Fitcourse costing approximately \$500.

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Greco Lean and Fit

Start writing here...



TIP

Founded in 1997 and based in London, The Athletic Club Group currently has a total of six locations in Amherstburg, Brantford, Kingsville, Thunder Bay, and London.

The company plans to construct five new facilities in the next five years.

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The Athletic Club

Start writing here...



TIP

Started in 2006, Free Form Fitness customizes its services and places a heavy emphasis on personal training, together with integrating exercise, nutrition, and healthy lifestyle habits. The company, which started off as a two-person business, now has 10 employees.

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Free Form Fitness

Start writing here...

Barriers to Entry



TIP

Overall, entry barriers to this industry are relatively low. Barriers to entry in urban markets include restrictive zoning laws, lengthy permit processes, and a shortage of appropriate real estate. Leasing operations, however, provide a relatively lower cost basis for entry. It can also be costly to acquire or lease the required equipment for members and participants to

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Start Writing here...

Cost Structure



TIP

In the US, industry profits represented about 8.9% of industry revenue in 2009. Profit is expected to decline by about 3.9% compared with 2008, to \$2.2 billion. This is the second year of decline in industry profits and is attributable to the poor US economic environment, where firms will spend more to retain their current members as well as attract new ones.

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Start Writing here...

6.

Sales & Marketing Strategies

Introduction

Market Segmentation Strategy

Targeting Strategy

Positioning Strategy

Product/Service Strategy

Pricing Strategy

Promotion and Advertising Strategy

Sales Strategy

Sales Forecasts

Introduction



TIP

Stayfit Company will utilize the services of a professional marketing firm, “*Profit Partners*,” to assist with all marketing and promotional activities. *Profit Partners* is devoted exclusively to working with companies competing in the health club industry. *Profit Partners* will provide *Stayfit Company* with the resources and consultation needed to execute all internal and external marketing activities.

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Start Writing here...

Market Segmentation Strategy



TIP

As indicated in the section “4.2.1 Market Segment and Target Market,” *Stayfit Company* will segment the marketplace into two groups; Group (One with Many) and Private (One on One) Fitness. Both of these groups will be further segmented, based on the geographic and psychographic / lifestyle factors.

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Start Writing here...

Targeting Strategy



TIP

Everything *Stayfit Company* must be tailored to work within the time constraints of the target customer. Classes must be scheduled to fit the break and rolling lunch schedules that exist for the nearby businesses.

The focus of the instruction will also have to be tailored to the target customer.

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Start Writing here...

Positioning Strategy



TIP

Stayfit Company will position itself as “a unique fitness training organization offering results-oriented training programs, exceptional customer experience, and a superior training facility.”

The positioning strategy will enable *Stayfit Company* to differentiate itself from its competitors.

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Start Writing here...

Product/Service Strategy



TIP

Stayfit Company will offer group clients a distinctively designed program geared to provide diversity, enjoyment, and superior results. The fitness programs at *Stayfit Company* are geared to motivating every client and achieving the results expected. Personal training has been recognized as the leading area of growth, within the health club industry.

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Start Writing here...

Pricing Strategy



TIP

The pricing strategy implemented by *Stayfit Company* is based on competitive market pricing. While clients in the industry are looking for value, they are also aware that a qualified personal trainer has gone through extensive certification programs in order to provide a better service, resulting in industry standard pricing.

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Start Writing here...

Promotion and Advertising Strategy



TIP

With the assistance of *Profit Partners*, *Stayfit Company* will use the marketing company's systematic approach for its promotion and advertising strategy. This approach is referred to as "The Marketing Foundation," which is geared to increasing new member sales, increasing member spending, and improving member retention. *Profit Partners* will create strategic

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Start Writing here...



TIP

The Company's overall marketing objectives, for all of its marketing campaigns, will include the following:

1. To capture the attention of the target market (prospects)
2. To facilitate the prospect's decision-making process

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Marketing Objectives

Start writing here...



Stayfit Company will focus on highly-targeted marketing vehicles; local newspapers, pamphlets, flyers, brochures, etc., to attract and retain new members.

Stayfit Company will also use its website, www.Fitn

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Marketing Vehicles

Start writing here...



Stayfit Company will spend approximately 12.8% of its total operating expense, or \$30,000, in the first year of business on Marketing & Advertising expenses. Aside from Payroll and Rent expenses, Marketing & Advertising will be one of the highest expenditures for the company. *Stayfit Company* will continue with a similar budget for Year 2 to 5, with an annual increa

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Promotional Budget

Start writing here...

Sales Strategy



Stayfit Company will implement a number of sales strategies to achieve the expected sales results. Such strategies will include; developing unique selling points to attract new members and to communicate the company's benefits to potential clients, current members, and staff.

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Start Writing here...



The following are suggested "lead generation" strategies that *Stayfit Company* will incorporate into their overall strategic marketing, which will help in generating new membership leads:

Host New Member Mixer each month	Set up a
----------------------------------	----------

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Lead Generation Strategies

Start writing here...



The company's unique selling points will include the following;

**Group
Fitness
Classes**

No need to learn how to use complicated equipment Meet people and have fun in our friendly atmosphere.

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Unique Selling Points

Start writing here...

Sales Forecasts



The overall Sales Forecast is focused primarily on Group Fitness with additional revenue from the other programs. The first month is based on the current business which is comprised of approximately 80 members. It is planned to add 10% of new group members per month for the first 12 months. An additional 10% is projected for year 2 and years

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Start Writing here...



Unit sales include the number of classes conducted within the annual period. "Group Fit Sessions" will be the highest number of classes offered, in comparison to the rest of the service offerings, with 1,440 units (classes) sold annually for the next three years. The total forecasted number of classes will be 1,992 annually, for all service groups.

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Unit Sales

Start writing here...



Dollar sales are divided by the number of fitness training services available. "Group Fit Sessions" will be the highest forecasted sales, in comparison to the rest of the service offerings, with \$153,967 for the first year, and a \$544,646 by Year 3.

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Dollar Sales

Start writing here...

7.

Management

Company Organization

Management Structure and Style

Legal Structure

Company Organization



TIP

Stayfit Company will establish an agile organization that recognizes the need for a smooth flow of ideas and implementation between sales, marketing, and customer service.

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Start Writing here...

Management Structure and Style



TIP

The management structure at *Stayfit Company* will be uniquely formulated to establish long term growth and sustainability. The day to day operations of *Stayfit Company* will be managed by Mr. John Doe.

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Start Writing here...



TIP

The organization will be structured very lean, with most of the functional job activities being assumed by a limited number of staff members and outsourced where needed. As a startup organization, overhead costs will be kept to a minimum while allocating most of the financial resources in the areas of operations, sales, and marketing.

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Organizational Chart

Start writing here...



TIP

Salary compensations, the main part of the Company's operational budget, will be kept to a minimum but will reflect industry-wide market compensation averages in order to attract qualified candidates. Management will not receive any salaries for the first year, in order to minimize the overall operating costs for that time period.

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Organization Budget

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Legal Structure

Stayfit Company will be a Federal Limited Liability Company.

8.

Operations Plan

- Operations Strategy
- Scope of Operations
- Location
- Personnel
- Operations Expenses

Operations Strategy



TIP

The day to day operations of *Stayfit Company* will be focused on delivering exceptional group training services, within a positive and inviting atmosphere.

The key to the company's operations strategy will be customer service and putting the client's needs first. All member's needs

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Scope of Operations



TIP

The scope of operations will be focused on three areas;

- hiring qualified staff,
- educating each staff member on the importance of client relationship management, and

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Location



TIP

Stayfit Company is currently searching for a suitable location for its new fitness studio. The most optimal location will have adequate parking, medium to high traffic, and within close vicinity to the target demographic. Currently, the area of Colonnade Industrial Park is in high consideration due to lower rental rates and close proximity to several residential areas.

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Personnel



TIP

The staff at *Stayfit Company* will be selected on the basis of being the top in their perspective fields.

Personal Trainers will be part-time and will be paid for each class they teach.

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Operations Expenses



TIP

The company's projected 5 Year operating expenses is as follows;

	2010	2011	2012	2013	2014
Rent	\$72,000	\$79,200	\$87,120		

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9.

Financial Plan

Start-up Funds

Projected Profit and Loss

Balance Sheet

Cash Flow (5 Year Projections)

Ratio Analysis

Start-up Funds



TIP

Stayfit Company will require \$46,000 for the necessary expenses needed to launch the business, according to the plan outlined. Such expenses will include the preparation of the facility, promotional marketing, equipment, one-year full rent, and various miscellaneous expenses.

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TIP

The success of *Stayfit Company* to achieve the milestones outlined within the business plan is based on the following assumptions –

- Increasing the client base by 100 members, within the first year of operation.

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Assumptions

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TIP

Stayfit Company will reach break-even once it generates monthly sales of \$23,477, or annual sales of \$281,730. The company forecasts projects that the break-even point will occur in Month 10 of operations.

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Break-Even Analysis

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Projected Profit and Loss

	2018	2019	2020	2021	2022
Net Revenue	\$239,741	\$455,539	\$640,421	\$896,589	\$1,255,225
Less: Cost of Goods Sold	\$82,560	\$99,600	\$99,600	\$99,600	\$99,600
Gross Profits	\$157,181	\$355,939	\$540,821	\$796,989	\$1,155,625
Operating Expenses:					
Rent	\$72,000	\$79,200	\$87,120	\$95,832	\$105,415

	2018	2019	2020	2021	2022
Telephone & Internet	\$3,600	\$3,960	\$4,356	\$4,792	\$5,271
Office Supplies	\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
Marketing & Advertising	\$30,000	\$34,000	\$38,000	\$42,180	\$46,820
Utilities	\$24,000	\$26,400	\$29,040	\$31,944	\$35,138
Insurance	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Total Payroll	\$49,000	\$120,000	\$133,000	\$143,500	\$153,000
Depreciation	\$2,510	\$8,710	\$15,630	\$20,217	\$25,841
Total Operating Expenses	\$184,710	\$275,990	\$310,998	\$342,462	\$375,642
Operating Profits	(\$27,529)	\$79,949	\$229,823	\$454,527	\$779,983
Less: Interest Expense					
Net Profits Before Taxes	(\$27,529)	\$79,949	\$229,823	\$454,527	\$779,983
Less: Taxes (25%)	\$0	\$19,987	\$57,456	\$113,632	\$194,996
Net Profit After Taxes	(\$27,529)	\$59,962	\$172,367	\$340,895	\$584,987
Less: Pref. Stock Divds.					
Retained Earning	(\$27,529)	\$59,962	\$172,367	\$340,895	\$584,987

Balance Sheet

	2018	2019	2020	2021	2022
Current Assets:					
Cash (5% of Sales)	\$23,974	\$68,331	\$128,084	\$134,488	\$251,045
Marketable Securities	\$0	\$0	\$53,200	\$195,511	\$346,052
Accounts Receivable	\$23,974	\$45,554	\$64,042	\$134,488	\$188,284
Inventories	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$47,948	\$113,885	\$245,326	\$464,488	\$785,381
Gross Fixed Assets (at cost):					

	2018	2019	2020	2021	2022
Land & Buildings	\$0	\$0	\$0	\$0	\$0
Machinery and Equipment	\$10,069	\$29,729	\$54,193	\$70,287	\$70,000
Furniture & Fixtures	\$2,480	\$13,822	\$23,955	\$30,799	\$59,204
Vehicles	\$0	\$0	\$0	\$0	\$0
Other (Inc. Fin. Leases)	\$0	\$0	\$0	\$0	\$0
Total Gross Fixed Assets	\$12,549	\$43,551	\$78,148	\$101,086	\$129,204
Less: Accumulated Depreciation	\$2,510	\$8,710	\$15,630	\$20,217	\$25,841
Net Fixed Assets	\$10,039	\$34,841	\$62,518	\$80,869	\$103,363
Other Assets					
Total Assets	\$57,987	\$148,727	\$307,845	\$545,357	\$888,744
Current Liabilities:	2010	2011	2012	2013	2014
Accounts Payable (5% of Sales)	\$11,987	\$22,777	\$32,021	\$44,829	\$62,761
Notes Payable	\$0	\$0	\$0	\$0	\$0
Accruals					
Taxes Payable	\$0	\$19,987	\$57,456	\$113,632	\$194,996
Other Current Liabilities					
Total Current Liabilities	\$11,987	\$42,764	\$89,477	\$158,461	\$257,757
L /T Debt (Inc. Financial Leases)	\$46,000	\$46,000	\$46,000	\$46,000	\$46,000
Total Liabilities	\$57,987	\$88,764	\$135,477	\$204,461	\$303,757
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0	\$0	\$0
Paid-In Capital In Excess of Par	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$59,962	\$172,367	\$340,895	\$584,987
Total Stockholders' Equity	\$0	\$59,962	\$172,367	\$340,895	\$584,987
Total Liabs. & Stockholders' Equity	\$57,987	\$148,727	\$307,845	\$545,357	\$888,744

Cash Flow (5 Year Projections)

	2019	2020	2021	2022
Net Profit After Taxes	\$59,962	\$172,368	\$340,896	\$584,989
Depreciation	\$2,400	\$2,400	\$2,400	\$2,400
Decrease in Accts. Receiv.	(\$21,580)	(\$18,488)	(\$70,446)	(\$53,795)
Decrease in Inventories	\$0	\$0	\$0	\$0
The decrease in Other Assets	\$0	\$0	\$0	\$0
Increase in Accounts Pay.	\$10,790	\$9,244	\$12,808	\$17,932
Increase in Accruals	\$0	\$0	\$0	\$0
Increase in Taxes Payable	\$19,987	\$37,469	\$56,176	\$81,364
Increase in Other Cur. Lia.	\$0	\$0	\$0	\$0
Cash Flow from Oper. Act.	\$71,559	\$202,992	\$341,833	\$632,888
CASH FLOW FROM INVESTMENT ACTIVITIES				
Increase in Gross Fixed Assets	(\$31,002)	(\$34,597)	(\$22,938)	(\$28,118)
Cash Flow from Investments	(\$31,002)	(\$34,597)	(\$22,938)	(\$28,118)
CASH FLOW FROM FINANCING ACTIVITIES				
Increase in Notes Payable	\$0	\$0	\$0	\$0
Increase in Long-Term Debt	\$0	\$0	\$0	\$0
Changes in Stockholders' Equity	\$0	\$0	\$0	\$0
Preferred Dividends Paid	\$0	\$0	\$0	\$0
Common Dividends Paid (-)				
Cash Flow from Financing Activities	\$0	\$0	\$0	\$0
Net Inc. in Cash / Mark. Securities	\$40,557	\$168,395	\$318,895	\$604,770

Ratio Analysis

	2018	2019	2020	2021	2022
Current Ratio	4.00	2.66	2.74	2.93	3.05
Quick Ratio	4.00	2.66	2.74	2.93	3.05
Average Collection Period	36.00	36.00	36.00	54.00	54.00
Fixed Asset Turnover	23.88	13.07	10.24	11.09	12.14
Total Asset Turnover	4.13	3.06	2.08	1364	1.41
Debt Ratio	1.00	0.60	0.44	0.37	0.34
Gross Profit Margin	65.56%	78.14%	84.45%	88.89%	92.07%
Operating Profit Margin	-11.48%	17.55%	35.89%	50.70%	62.14%
Net Profit Margin	-11.48%	13.16%	26.91%	38.02%	46.60%
Return on Total Assets (ROA)	-47.47%	40.32%	55.99%	62.51%	65.82%
DUPONT ANALYSIS					
Net Profit AT/Sales	-11.48%	13.16%	26.91%	38.02%	46.60%
Sales/Total Assets	413.44%	306.29%	208.03%	164.40%	141.24%
ROA	-47.47%	40.32%	55.99%	62.51%	65.82%
Net Profit AT/Total Assets	-47.47%	40.32%	55.99%	62.51%	65.82%
Total Assets/Stockholders. Equity		248.03%	178.60%	159.98%	151.93%
ROE		100.00%	100.00%	100.00%	100.00%

10.

Funding Requirement

Capital Requirements

Risk/Opportunity

Capital Requirements



TIP

In order to establish a successful launch of *Stayfit Company*, and support comfortably its growth through the first two years, the management team estimates an overall start-up budget of \$46,000 (forty-six thousand dollars).

Stayfit Company will offer a package of attractive te

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Risk/Opportunity



TIP

The greatest risks deliberating the success of *Stayfit Company* are market risk and execution risk. Because of the sensitivity of the fitness industry, *Stayfit Company* would have to be cognizant and aware of the changing developments in these areas.

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11.

Appendix

Year1 - Monthly Profit & Loss Projections

Year 1 –Monthly Unit Sales

Year 1 - Monthly Sales Forecast

Year 1 - Monthly Direct Unit Costs Forecast

Year 1 - Monthly Direct Cost of Sales Forecast

Year1 - Monthly Profit & Loss Projections

Add report table here...

Year 1 –Monthly Unit Sales

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Year 1 - Monthly Sales Forecast

Add report table here...

Year 1 - Monthly Direct Unit Costs Forecast

Add report table here...

Year 1 - Monthly Direct Cost of Sales Forecast

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