



# Gym - Fitness Center

*Wake Up - Exercise - Sleep*

# Business Plan [YEAR]



**John Doe**



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

CONFIDENTIAL



# Table of Contents

## Executive Summary

7

Business Overview .....	8
Product and Services .....	8
Tone & Fit .....	8
Private Fit .....	9
Boot Camps .....	9
Private Group Fit .....	9
Corporate Fit .....	9
Karate Fit .....	10
Yoga Control .....	10
The Market .....	10
The Competition .....	11
Operations .....	11
Management Team .....	11
John Doe .....	12
Risk / Opportunity .....	12
Financial Requirements .....	12
Financial Summary .....	12
Sales vs. Net Profit .....	13
Margins .....	13

## Business Description

15

Industry Overview .....	16
Company Description .....	16
Stayfit's History .....	17
Mission Statement .....	17
Goals and Objectives .....	17
Critical Success Factors .....	18
Company Ownership .....	18
Gym Design .....	18
Exit Strategy .....	19

## Products & Services

20

Service Description .....	21
Tone and Fit .....	21
Private Fit .....	22
Boot Camps .....	22
Private Group Fit .....	22
Karate Fit .....	22
Yoga Control .....	23
Pricing Table .....	23
Unique Features .....	24
New and Follow-on Products/Services .....	24

## Market Analysis

26

Industry Analysis .....	27
Industry Trends .....	27
Personal Trainers .....	27
Functional Fitness Training .....	28
Market Analysis .....	28
Market Segment and Target Market .....	28
Population .....	29
Income / Expenditure Statistics .....	29
Physical Activity In Canada .....	29
Aerobic Fitness Ratings In Canada .....	29

## Competitor Analysis

30

Competitors .....	31
Greco Lean and Fit .....	31
The Athletic Club .....	31
Free Form Fitness .....	32
Barriers to Entry .....	32
Cost Structure .....	32

## Sales & Marketing Strategies

33

Introduction .....	34
--------------------	----

Market Segmentation Strategy .....	34
Targeting Strategy .....	34
Positioning Strategy .....	35
Product/Service Strategy .....	35
Pricing Strategy .....	35
Promotion and Advertising Strategy .....	36
Marketing Objectives .....	36
Marketing Vehicles .....	36
Promotional Budget .....	36
Sales Strategy .....	37
Lead Generation Strategies .....	37
Unique Selling Points .....	37
Sales Forecasts .....	37
Unit Sales .....	38
Dollar Sales .....	38

## Management

39

Company Organization .....	40
Management Structure and Style .....	40
Organizational Chart .....	40
Organization Budget .....	41
Legal Structure .....	41

## Operations Plan

42

Operations Strategy .....	43
Scope of Operations .....	43
Location .....	43
Personnel .....	44
Operations Expenses .....	44

## Financial Plan

45

Start-up Funds .....	46
Assumptions .....	46
Break-Even Analysis .....	46

Projected Profit and Loss .....	46
Balance Sheet .....	49
Cash Flow (5 Year Projections) .....	51
Ratio Analysis .....	52
<b>Funding Requirement</b> .....	<b>54</b>
Capital Requirements .....	55
Risk/Opportunity .....	55
<b>Appendix</b> .....	<b>56</b>
Year1 - Monthly Profit & Loss Projections .....	57
Year 1 –Monthly Unit Sales .....	57
Year 1 - Monthly Sales Forecast .....	57
Year 1 - Monthly Direct Unit Costs Forecast .....	57
Year 1 - Monthly Direct Cost of Sales Forecast .....	57

# Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



## AI-powered Upmetrics Assistant

### AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

## Financial Forecasting Tool

### All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



## Business Plan Builder

### Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

# 1.

## Executive Summary

Business Overview

Product and Services

The Market

The Competition

Operations

Management Team

Risk / Opportunity

Financial Requirements

Financial Summary

# Business Overview

Stayfit

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 service to its members.

To unlock help try Upmetrics!

Start writing here..

# Product and Services

Stayfit

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.

To unlock help try Upmetrics!

Start writing here..

Stayfit

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

To unlock help try Upmetrics!

# Tone & Fit

Start writing here..



## Stayfit

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.


To unlock help try Upmetrics! 

## Private Fit

*Start writing here..*

## Stayfit

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


To unlock help try Upmetrics! 

## Boot Camps

*Start writing here..*

## Stayfit

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.

To unlock help try Upmetrics! 

## Private Group Fit

*Start writing here..*

## Stayfit

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

To unlock help try Upmetrics! 

## Corporate Fit

*Start writing here..*

### Stayfit

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.

To unlock help try Upmetrics! 

## Karate Fit

*Start writing here..*

### Stayfit

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

To unlock help try Upmetrics! 


## Yoga Control

*Start writing here..*

## The Market

### Stayfit

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 1.5 million of these memberships were for the fitness center.

To unlock help try Upmetrics! 

*Start writing here..*

## The Competition

### Stayfit

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.


To unlock help try Upmetrics! 

*Start writing here..*

## Operations

### Stayfit

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.

To unlock help try Upmetrics! 

*Start writing here..*

## Management Team

### Stayfit

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.

To unlock help try Upmetrics! 

*Start writing here..*



## John Doe

Owner - [john.doe@example.com](mailto: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

### Stayfit

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.

To unlock help try Upmetrics!

Start writing here..

## Financial Requirements

### Stayfit

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).

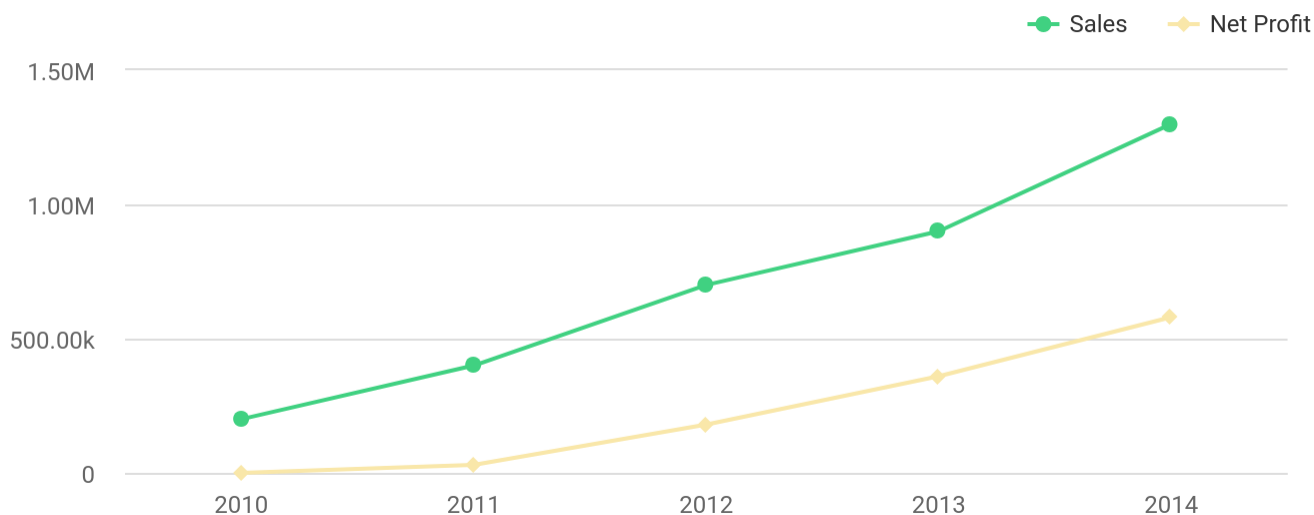
To unlock help try Upmetrics!

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.

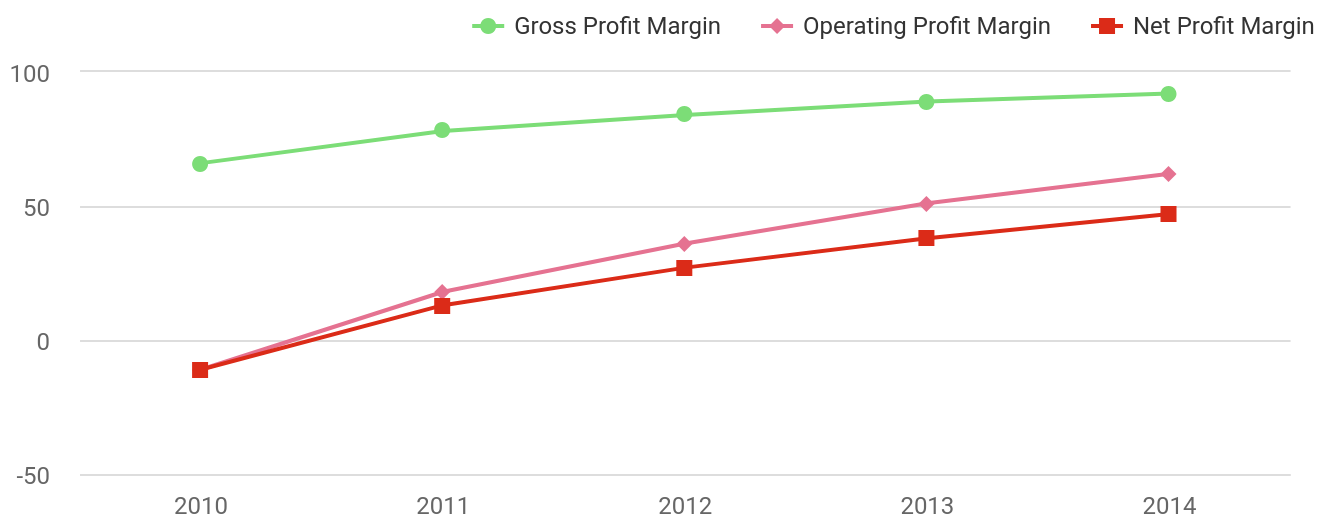
## Sales vs. Net Profit



Financial Year	Sales	Net Profit
2010	200,000	0
2011	400,000	30,000
2012	700,000	180,000
2013	900,000	360,000
2014	1,300,000	580,000

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

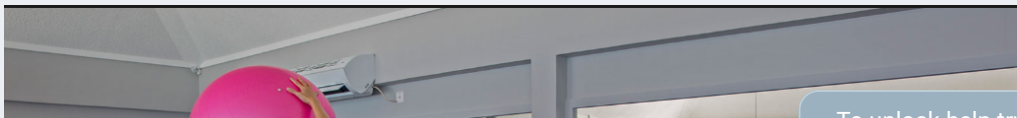
Critical Success Factors

Company Ownership

Gym Design

Exit Strategy

Stayfit



To unlock help try Upmetrics! 

*Start writing here..*

## Industry Overview

Stayfit

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 mains reasons include; increasing risk of

To unlock help try Upmetrics! 

*Start writing here..*

## Company Description

Stayfit

*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.

To unlock help try Upmetrics! 

*Start writing here..*

## Stayfit's History

### Stayfit

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


To unlock help try Upmetrics! 

*Start writing here..*

## Mission Statement

### Stayfit

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.

To unlock help try Upmetrics! 


*Start writing here..*

## Goals and Objectives

### Stayfit

The company's goals and objectives include;

- Increase the client base by 100 customers within the first year of operation

To unlock help try Upmetrics! 

*Start writing here..*

# Critical Success Factors

Stayfit

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

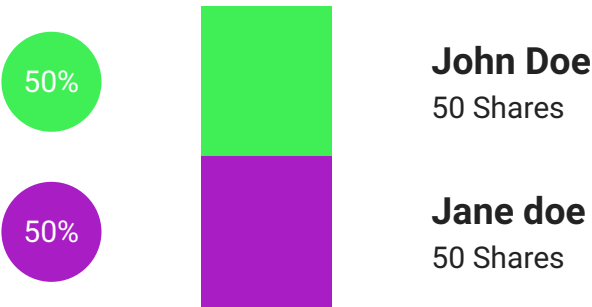
**Client Retention** – Retaining new clients, particularly within the first year of operation, is critical to the success of the company.

To unlock help try Upmetrics!

Start writing here..

# Company Ownership

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



# Gym Design

Ex :: Industry

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

- Reception Desk

To unlock help try Upmetrics!

Start writing here..



# Exit Strategy

Stayfit

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

To unlock help try Upmetrics!

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:

Stayfit

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.

To unlock help try Upmetrics!

## Tone and Fit

Start writing here..

## Stayfit

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



To unlock help try Upmetrics! 


## Private Fit

Start writing here..

## Stayfit

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



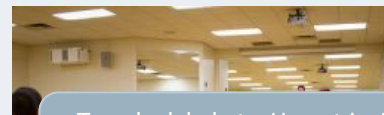
To unlock help try Upmetrics! 


## Boot Camps

Start writing here..

## Stayfit

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,



To unlock help try Upmetrics! 


## Private Group Fit

Start writing here..

## Stayfit

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.



To unlock help try Upmetrics! 

## Karate Fit

Start writing here..

# Yoga Control

## Stayfit

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



To unlock help try Upmetrics!

Start writing here..

## 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



Product Name	Duration	Sessions	Per Month	Price	Per Month	Per Session
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

Stayfit

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.

To unlock help try Upmetrics!

Start writing here..

## New and Follow-on Products/Services

Stayfit

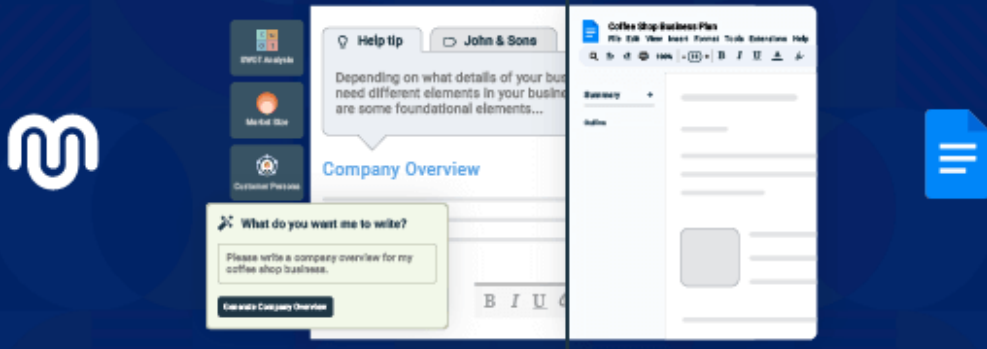
The long term strategy is to open 1 new facility location per year. The business model is easily extendable due to the low overhead of costs in operating these facilities. Because these facilities are not equipment based, startup costs are also low.

To unlock help try Upmetrics!

Start writing here..

# Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

# 4.

## Market Analysis

Industry Analysis

Market Analysis

# Industry Analysis

Stayfit

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 cl

To unlock help try Upmetrics! 

*Start writing here..*

Stayfit

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

To unlock help try Upmetrics! 

## Industry Trends

*Start writing here..*

Stayfit

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.

To unlock help try Upmetrics! 

## Personal Trainers

*Start writing here..*

## Stayfit

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

To unlock help try Upmetrics! 

## Functional Fitness Training

*Start writing here..*

## Market Analysis

### Stayfit

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



To unlock help try Upmetrics! 

*Start writing here..*

### Stayfit

*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.

To unlock help try Upmetrics! 

## Market Segment and Target Market

*Start writing here..*

## Stayfit

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


To unlock help try Upmetrics! 

## Population

Start writing here..

## Stayfit

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


To unlock help try Upmetrics! 

## Income / Expenditure Statistics

Start writing here..

## Stayfit

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.

To unlock help try Upmetrics! 

## Physical Activity In Canada

Start writing here..

## Stayfit

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

To unlock help try Upmetrics! 

## Aerobic Fitness Ratings In Canada

Start writing here..

# 5.

## Competitor Analysis


Competitors

Barriers to Entry

Cost Structure

#### Stayfit

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 unlock help try Upmetrics! 

*Start writing here..*

## Competitors

#### Stayfit

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 Fitcou


To unlock help try Upmetrics! 

### Greco Lean and Fit

*Start writing here..*

#### Stayfit

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.

To unlock help try Upmetrics! 


### The Athletic Club

*Start writing here..*



## Stayfit

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.

To unlock help try Upmetrics! 


## Free Form Fitness

*Start writing here..*

## Barriers to Entry

### Stayfit

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 barrier to entry.


To unlock help try Upmetrics! 

*Start writing here..*

## Cost Structure

### Stayfit

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 economy.

To unlock help try Upmetrics! 

*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

### Stayfit

*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 be responsible for all marketing and promotional activities.

To unlock help try Upmetrics! 

Start writing here..

## Market Segmentation Strategy

### Stayfit

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 into two subgroups.

To unlock help try Upmetrics! 

Start writing here..

## Targeting Strategy

### Stayfit

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.

To unlock help try Upmetrics! 

Start writing here..

## Positioning Strategy

### Stayfit

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

To unlock help try Upmetrics! 

*Start writing here..*

## Product/Service Strategy

### Stayfit

*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*

To unlock help try Upmetrics! 

*Start writing here..*

## Pricing Strategy

### Stayfit

*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 p*

To unlock help try Upmetrics! 

*Start writing here..*

# Promotion and Advertising Strategy

Stayfit

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 members.

To unlock help try Upmetrics!

Start writing here..

Stayfit

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

To unlock help try Upmetrics!

## Marketing Objectives

Start writing here..

Stayfit

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

To unlock help try Upmetrics!

## Marketing Vehicles

Start writing here..

Stayfit

*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.

To unlock help try Upmetrics!

## Promotional Budget

Start writing here..

## Sales Strategy

### Stayfit

*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 the community.

To unlock help try Upmetrics! 

Start writing here..

### Stayfit

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:

To unlock help try Upmetrics! 


## Lead Generation Strategies

Start writing here..

### Stayfit

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

**Group Fitness Classes** No need to learn how to use complicated equipment

To unlock help try Upmetrics! 


## Unique Selling Points

Start writing here..

## Sales Forecasts

### Stayfit

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 in the first month.

To unlock help try Upmetrics! 

Start writing here..

Stayfit

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

To unlock help try Upmetrics! 

## Unit Sales

*Start writing here..*

Stayfit

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.

To unlock help try Upmetrics! 

## Dollar Sales

*Start writing here..*

# 7.

## Management

Company Organization

Management Structure and Style

Legal Structure



# Company Organization

Stayfit

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.

To unlock help try Upmetrics!

Start writing here..

# Management Structure and Style

Stayfit

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.

To unlock help try Upmetrics!

Start writing here..

Stayfit

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

To unlock help try Upmetrics!

# Organizational Chart

Start writing here..

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

To unlock help try Upmetrics! 

## Organization Budget

*Start writing here..*

## 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

## Stayfit

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

To unlock help try Upmetrics! 

*Start writing here..*

# Scope of Operations

## Stayfit

The scope of operations will be focused on three areas;

- hiring qualified staff,


To unlock help try Upmetrics! 

*Start writing here..*

# Location

## Stayfit

*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 Inn is being considered.

To unlock help try Upmetrics! 

*Start writing here..*

# Personnel

Stayfit

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

To unlock help try Upmetrics!

Start writing here..

# Operations Expenses

Stayfit

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

	2010	2011	2012	2013	2014
--	------	------	------	------	------

To unlock help try Upmetrics!

Start writing here..

# 9.

## Financial Plan

Start-up Funds

Projected Profit and Loss

Balance Sheet

Cash Flow (5 Year Projections)

Ratio Analysis

# Start-up Funds

Stayfit

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 other costs.

To unlock help try Upmetrics!

Start writing here..

Stayfit

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

To unlock help try Upmetrics!

## Assumptions

Start writing here..

Stayfit

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 be reached within the first year of operation.

To unlock help try Upmetrics!

## Break-Even Analysis

Start writing here..

## Projected Profit and Loss

	2024	2025	2026
Revenue	\$637,251.50	\$1,600,882.45	\$2,834,454.25
Membership Fees	\$468,897.25	\$1,257,405.90	\$2,114,075.25
Users	1,246	2,597	4,067
Recurring Charges	\$50	\$50	\$50

	2024	2025	2026
Personal Training Sessions	\$111,422.50	\$200,115.30	\$359,380
Unit Sales	1,592	2,859	5,134
Unit Price	\$70	\$70	\$70
Group Fitness Classes	\$56,931.75	\$143,361.25	\$360,999
Unit Sales	2,277	5,734	14,440
Unit Price	\$25	\$25	\$25
<b>Cost Of Sales</b>	<b>\$7,941.38</b>	<b>\$8,720.04</b>	<b>\$9,581.49</b>
General Costs	\$6,501.38	\$7,107.24	\$7,775.13
Gym Equipment Maintenance	\$4,364.90	\$4,832.85	\$5,352.99
Treadmill Maintenance	\$2,510.18	\$2,825.25	\$3,179.85
Weights and Machines Upkeep	\$1,854.72	\$2,007.60	\$2,173.14
Fitness Class Supplies	\$2,136.48	\$2,274.39	\$2,422.14
Yoga Mats and Equipment	\$1,236.48	\$1,338.39	\$1,448.70
Group Class Audio-Visual Maintenance	\$900	\$936	\$973.44
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$1,440	\$1,612.80	\$1,806.36
Fitness Staff	\$1,440	\$1,612.80	\$1,806.36
Employee	\$1,440	\$1,612.80	\$1,806.36
<b>Gross Margin</b>	<b>\$629,310.12</b>	<b>\$1,592,162.41</b>	<b>\$2,824,872.76</b>
<b>Gross Margin (%)</b>	<b>98.75%</b>	<b>99.46%</b>	<b>99.66%</b>



	2024	2025	2026
<b>Operating Expense</b>	<b>\$737,022.87</b>	<b>\$766,744.52</b>	<b>\$800,577.79</b>
Payroll Expense (Indirect Labor)	\$644,004	\$661,285.08	\$679,044.24
Fitness Instructors	\$129,600	\$133,488	\$137,492.64
Management Team	\$72,000	\$74,160	\$76,384.80
Operations Manager	\$57,600	\$59,328	\$61,107.84
Fitness Staff	\$310,500	\$319,815	\$329,409.84
Personal Trainers	\$207,000	\$213,210	\$219,606.60
Group Class Instructors	\$103,500	\$106,605	\$109,803.24
Support Staff	\$203,904	\$207,982.08	\$212,141.76
Receptionists	\$79,296	\$80,881.92	\$82,499.52
Cleaning Staff	\$124,608	\$127,100.16	\$129,642.24
General Expense	\$92,518.87	\$105,459.44	\$121,533.55
Facility Costs	\$42,000	\$43,320	\$44,682
Rent	\$36,000	\$37,080	\$38,192.40
Utilities	\$6,000	\$6,240	\$6,489.60
Marketing and Advertising	\$14,729.76	\$17,607.81	\$21,258.01
Social Media Advertising	\$10,729.76	\$13,607.81	\$17,258.01
Local Community Events	\$4,000	\$4,000	\$4,000
Operational Supplies and Maintenance	\$35,789.11	\$44,531.63	\$55,593.54
Cleaning Supplies	\$32,189.11	\$40,823.63	\$51,774.30
Equipment Maintenance	\$3,600	\$3,708	\$3,819.24
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$500	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$107,712.75)</b>	<b>\$825,417.89</b>	<b>\$2,024,294.97</b>
<b>Additional Expense</b>	<b>\$13,126.93</b>	<b>\$11,192.77</b>	<b>\$9,139.31</b>
Long Term Depreciation	\$7,980	\$7,980	\$7,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$115,692.75)</b>	<b>\$817,437.89</b>	<b>\$2,016,314.97</b>
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
<b>EBT</b>	<b>(\$120,839.68)</b>	<b>\$814,225.12</b>	<b>\$2,015,155.66</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$758,091.18</b>	<b>\$786,657.33</b>	<b>\$819,298.59</b>
<b>Net Income</b>	<b>(\$120,839.68)</b>	<b>\$814,225.12</b>	<b>\$2,015,155.66</b>
<b>Net Income (%)</b>	<b>(18.96%)</b>	<b>50.86%</b>	<b>71.10%</b>
Retained Earning Opening	\$0	(\$138,839.68)	\$657,385.44
Owner's Distribution	\$18,000	\$18,000	\$18,000
<b>Retained Earning Closing</b>	<b>(\$138,839.68)</b>	<b>\$657,385.44</b>	<b>\$2,654,541.10</b>

## Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$20,199.03)</b>	<b>\$742,732.58</b>	<b>\$2,704,541.12</b>
<b>Current Assets</b>	<b>(\$62,219.03)</b>	<b>\$708,692.58</b>	<b>\$2,678,481.12</b>
Cash	(\$62,219.03)	\$708,692.58	\$2,678,481.12

	2024	2025	2026
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$42,020</b>	<b>\$34,040</b>	<b>\$26,060</b>
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,980)	(\$15,960)	(\$23,940)
<b>Liabilities &amp; Equity</b>	<b>(\$20,199.02)</b>	<b>\$742,732.58</b>	<b>\$2,704,541.10</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>(\$88,839.68)</b>	<b>\$707,385.44</b>	<b>\$2,704,541.10</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$138,839.68)	\$657,385.44	\$2,654,541.10
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

# Cash Flow (5 Year Projections)

	2024	2025	2026
Cash Received	\$637,251.50	\$1,600,882.45	\$2,834,454.25
Cash Paid	\$749,611.18	\$778,677.33	\$811,318.59
COS & General Expenses	\$99,020.25	\$112,566.68	\$129,308.68
Salary & Wages	\$645,444	\$662,897.88	\$680,850.60
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$112,359.68)	\$822,205.12	\$2,023,135.66
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$50,500	\$0	\$0
Net Cash From Investments	(\$50,500)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,359.35	\$51,293.51	\$53,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$100,640.65	(\$51,293.51)	(\$53,347.12)

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	(\$62,219.03)	\$708,692.58
Cash In	\$787,251.50	\$1,600,882.45	\$2,834,454.25
Cash Out	\$849,470.53	\$829,970.84	\$864,665.71
Change in Cash	(\$62,219.03)	\$770,911.61	\$1,969,788.54
<b>Ending Cash</b>	<b>(\$62,219.03)</b>	<b>\$708,692.58</b>	<b>\$2,678,481.12</b>

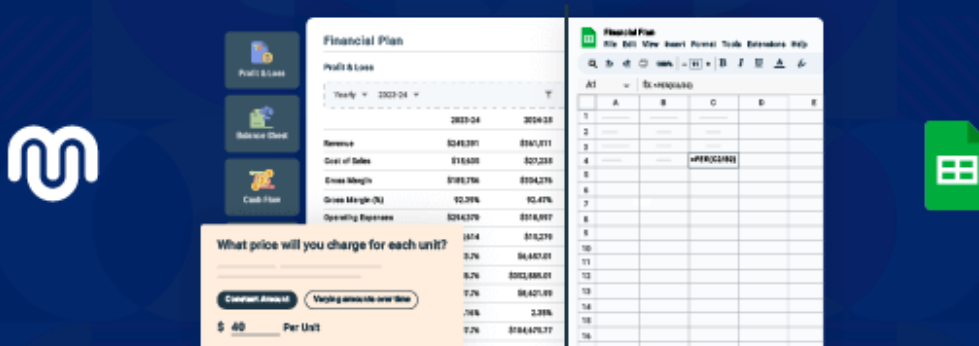
## Ratio Analysis

	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					

	2018	2019	2020	2021	2022
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%

## Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a side-by-side comparison of two financial planning interfaces. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' with a table showing data for 2023-04 and 2024-04. Below the table is a form asking 'What price will you charge for each unit?' with a 'Calculate Results' button. On the right is a standard Excel spreadsheet interface, showing a similar table but with a more cluttered layout and a visible formula bar at the top.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

10.

## Funding Requirement

Capital Requirements

Risk/Opportunity

## Capital Requirements

### Stayfit

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).

To unlock help try Upmetrics! 

Start writing here..

## Risk/Opportunity

### Stayfit

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.

To unlock help try Upmetrics! 

Start writing here..



# 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

Add report table here...

## 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

Add report table here...

# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

## Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

## Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

## 500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

## Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

## AI Business Plan Platform

**Get Started Today!**

15-day money-back guarantee

