



Gym - Fitness Center

Wake Up - Exercise - Sleep

Business Plan [YEAR]



John Doe



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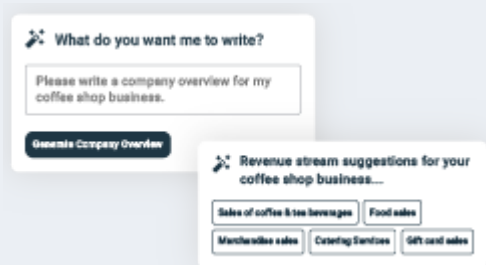
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1.

Executive Summary

Business Overview

Product and Services

The Market

The Competition

Operations

Management Team

Risk / Opportunity

Financial Requirements

Financial Summary

Business Overview

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.

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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.

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Start writing here..

Stayfit

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..

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.

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Private Fit

Start writing here..

Stayfit

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

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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.

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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.

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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.

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Karate Fit

Start writing here..

Stayfit

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

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Yoga Control

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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 app

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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.

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Operations

Stayfit

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

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Management Team

Stayfit

The management team is composed of the solid experience of Owner 1, a 20 year 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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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

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.

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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).

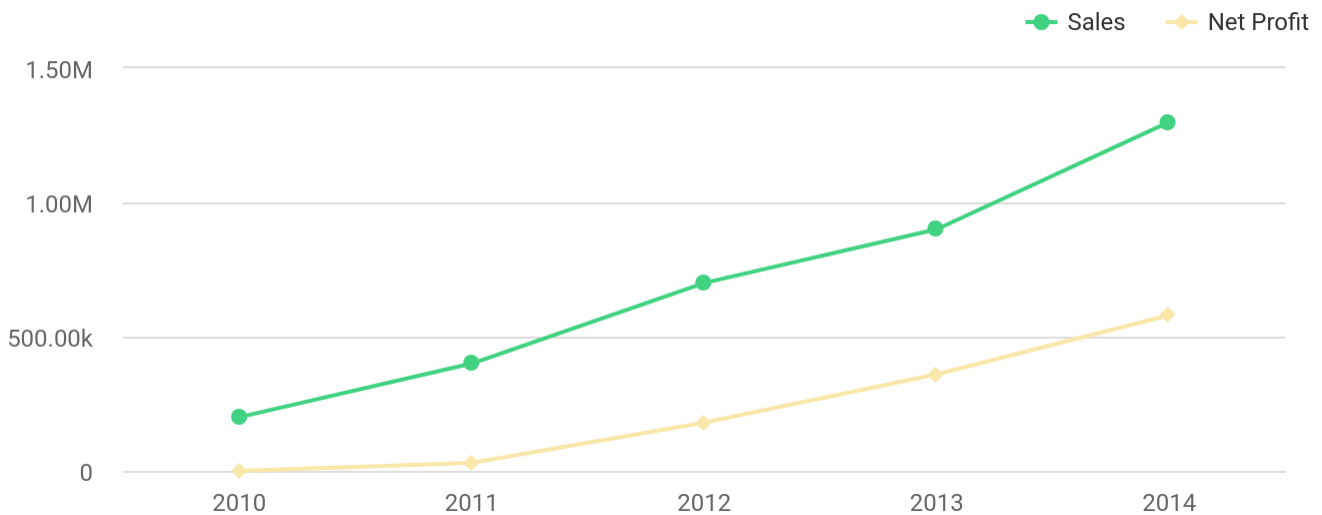
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Start writing here..

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.

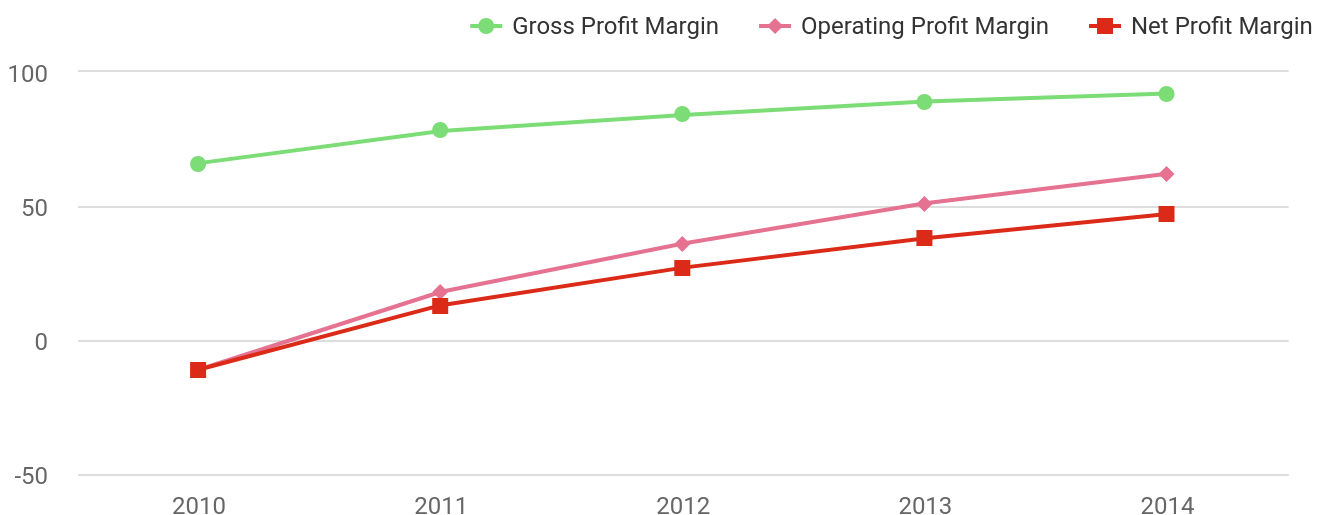
Sales vs. Net Profit



Financial Year	Sales	Net Profit
2010	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

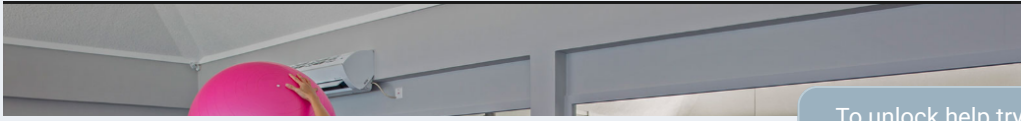
Critical Success Factors

Company Ownership

Gym Design

Exit Strategy

Stayfit



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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 main reasons include; increasing risk of

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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.

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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

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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.

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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

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Critical Success Factors

Stayfit

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

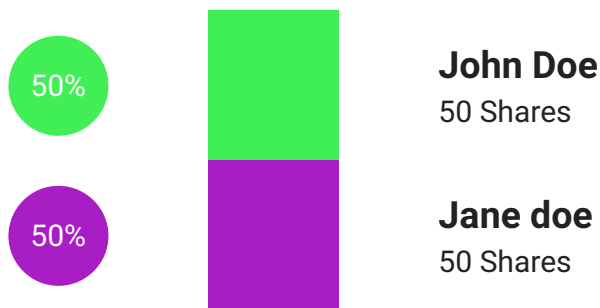
Client Retention – Retaining new clients, particularly within the first year of operation, will be

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Company Ownership

The ownership of the company will be 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

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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

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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:

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

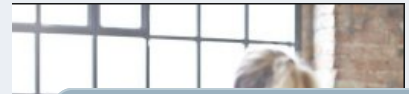
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Tone and Fit

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



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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



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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,



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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.



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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.



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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.


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New and Follow-on Products/Services

Stayfit

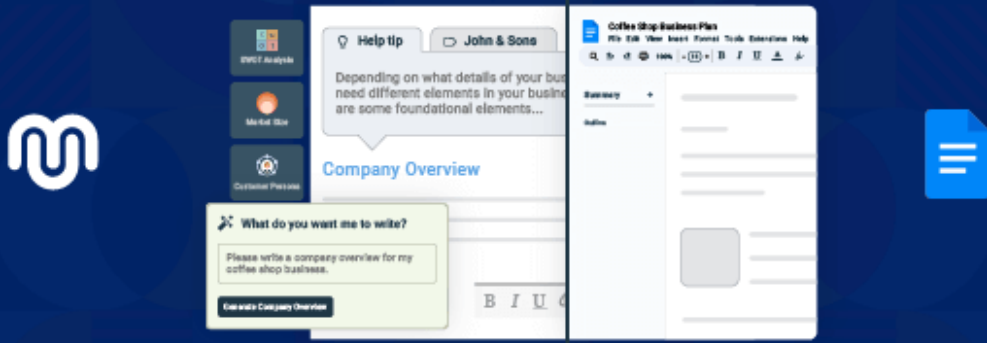
The long term strategy is to open 1 new facility location per year. The business model is easily extendable due to the low overhead of costs in operating these facilities. Because these facilities are not equipment based, startup costs are also low.

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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

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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 regulatio

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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.

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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

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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



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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.

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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

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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

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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.


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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

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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

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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


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Greco Lean and Fit

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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.

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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.

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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.

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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.

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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

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 provide the following services:

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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 sub-groups.

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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.

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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.”

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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

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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

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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.

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Start writing here..

Stayfit

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

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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.


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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.

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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 existing clients.

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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:

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Lead Generation Strategies

Start writing here..

Stayfit

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

Group Fitness Clas No need to learn how to use complicated equipment

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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.

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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

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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.

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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.

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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.

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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

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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

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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.

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Start writing here..

Scope of Operations

Stayfit

The scope of operations will be focused on three areas;

- hiring qualified staff,

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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 In

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Start writing here..

Personnel

Stayfit

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

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Start writing here..

Operations Expenses

Stayfit

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

	2010	2011	2012	2013	2014

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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

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Stayfit

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

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Assumptions

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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

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Break-Even Analysis

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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
Cost Of Sales	\$7,941.38	\$8,720.04	\$9,581.49
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
Gross Margin	\$629,310.12	\$1,592,162.41	\$2,824,872.76
Gross Margin (%)	98.75%	99.46%	99.66%

	2024	2025	2026
Operating Expense	\$737,022.87	\$766,744.52	\$800,577.79
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
EBITDA	(\$107,712.75)	\$825,417.89	\$2,024,294.97
Additional Expense	\$13,126.93	\$11,192.77	\$9,139.31
Long Term Depreciation	\$7,980	\$7,980	\$7,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$115,692.75)	\$817,437.89	\$2,016,314.97
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$120,839.68)	\$814,225.12	\$2,015,155.66
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$758,091.18	\$786,657.33	\$819,298.59
Net Income	(\$120,839.68)	\$814,225.12	\$2,015,155.66
Net Income (%)	(18.96%)	50.86%	71.10%
Retained Earning Opening	\$0	(\$138,839.68)	\$657,385.44
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	(\$138,839.68)	\$657,385.44	\$2,654,541.10

Balance Sheet

	2024	2025	2026
Assets	(\$20,199.03)	\$742,732.58	\$2,704,541.12
Current Assets	(\$62,219.03)	\$708,692.58	\$2,678,481.12
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
Long Term Assets	\$42,020	\$34,040	\$26,060
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,980)	(\$15,960)	(\$23,940)
Liabilities & Equity	(\$20,199.02)	\$742,732.58	\$2,704,541.10
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
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
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$88,839.68)	\$707,385.44	\$2,704,541.10
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
Check	\$0	\$0	\$0

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
Summary			
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
Ending Cash	(\$62,219.03)	\$708,692.58	\$2,678,481.12

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 two side-by-side views of a financial plan. On the left is the Upmetrics interface, which is clean and modern. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' section for the year 2022-04. The data is presented in a clear table with columns for '2022-04' and '2020-04'. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Comment' field and a 'Viewing amounts over time' button. On the right is a traditional spreadsheet interface, which is cluttered with many empty cells and complex formulas, illustrating the frustration of manual data entry and calculation.

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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).

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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.

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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

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...

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