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SAMPLE BUSINESS PLAN

FITNESS PLUS, INC

Disclaimer:

This is a sample business plan, so the company and business information are fictitious. This plan reflects our standard business plan model, and changes in outline and structure can be made as per client specifications.

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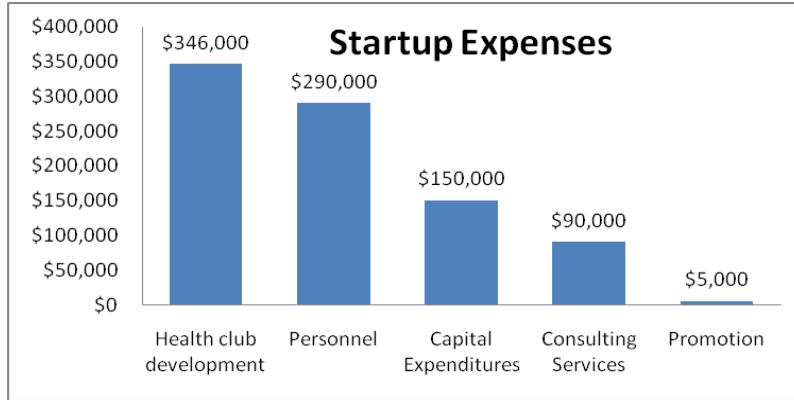
APPENDIX

Executive Summary

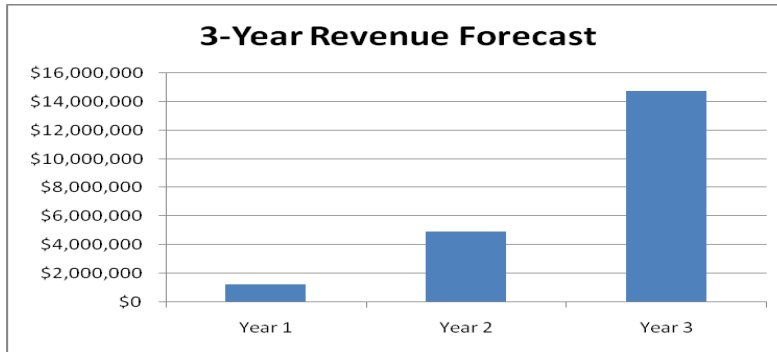
1. Fitness Plus will provide health exercises and body workout services.
2. Fitness Plus will offer low cost services to its targeted segment.
3. Owners are experienced in health care services.
4. Health care market is on the boom in the USA.
5. Market volume is expected to reach \$69.8 billion by the year 2012.
6. A large segment of market is still untapped.
7. Heart disease and obesity are on record high causing increase in health club demand.
8. Low income market segment is ignored by key competitors.
9. Health club market is competitive in Miami but provides immense growth opportunities.
10. Increasing awareness, obesity and heart disease are the driving forces for market growth.
11. Fitness Plus will have their own training facility with state of the art health care equipment from quality manufacturers.

Highlights

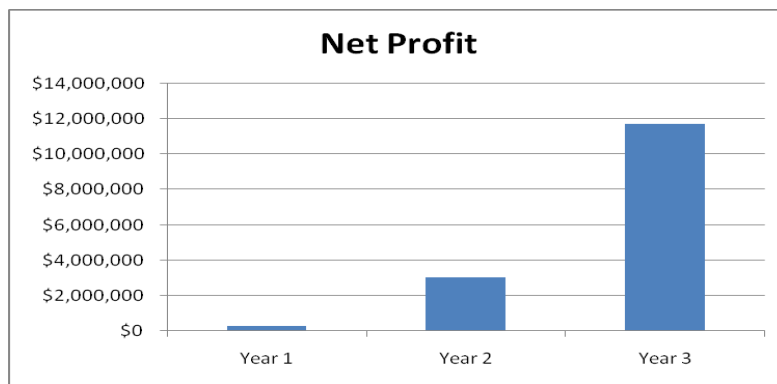
Startup Expenses:



Expected Revenue Growth



Expected Profit Growth:



General Company Description

1.1 Company overview:

Fitness Plus health club is situated in Coral Gables, Miami-Dade County, Florida. It was formed by David Foster and Steve Homes in December 2008. Fitness Plus will provide health and fitness services that are good in quality and low in cost.

1.2 Mission and Vision:

Vision: To create awareness about healthy lifestyle and its benefits

Mission: To provide strategies and training programs related to health care

1.3 Strengths and Core Competencies:

- Lowest cost of services in comparison to competitors
- Certified trainers from top ranked health care institutions
- Owner's commitment and dedication towards health care services

1.4 Challenges:

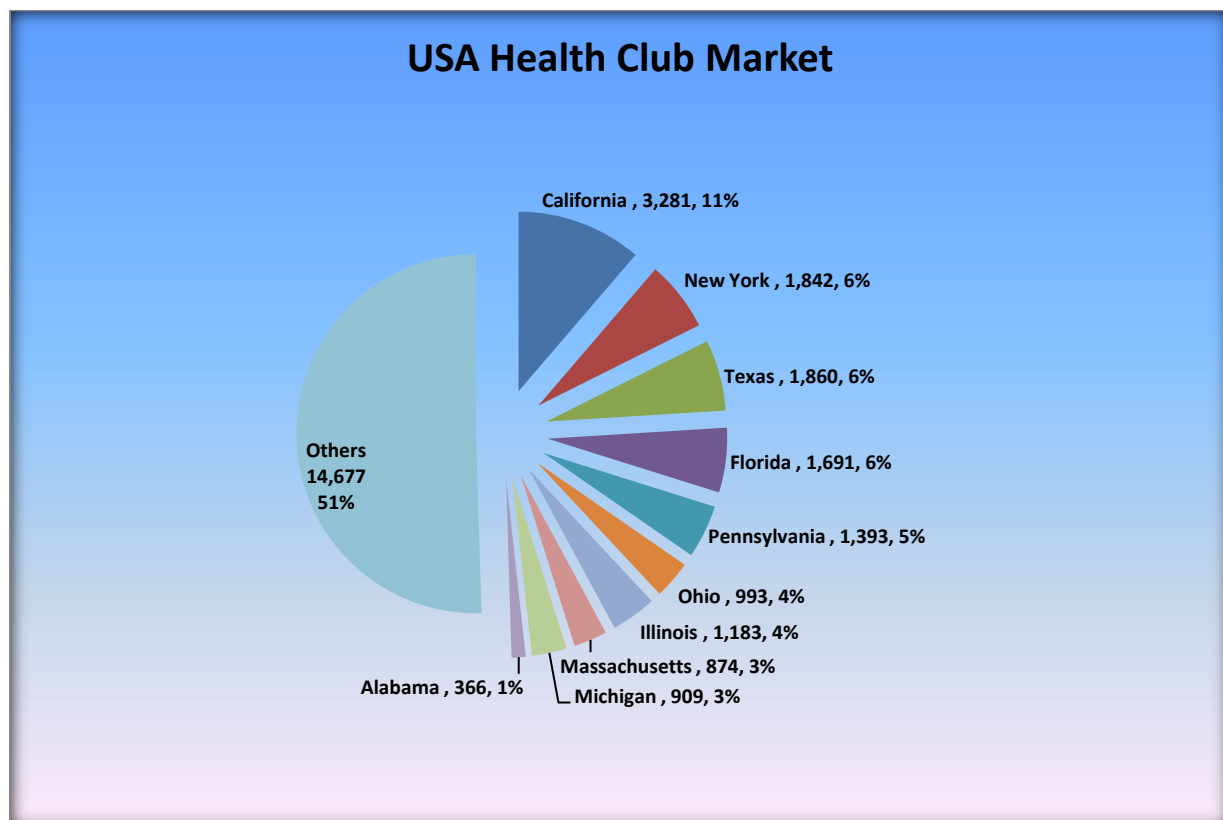
Fitness Plus will face a challenging situation in creating its brand image and attracting customers towards their services due to presence of already established players in the local market such as:

- Gold's Gym
- Coral Gables Adventure Bootcamp
- 30 In A Hurry Fitness Coral Gables Personal Training

Industry Analysis

A health club can be described as a service facility that intends to provide physical health care exercises with the help of specialized equipment. It normally serves both male and female customers but in some cases, females are provided special attention by means of female-only health clubs in which all staff including trainers are also females. Normally, the environment is made casual giving customers a comfortable experience that helps them carry out exercises with ease.

According to a survey conducted in 2006¹, total number of health clubs in USA was 29,069 with over 41.3 million members. Almost 49.5%² of those health clubs were in California, New York, Texas, Florida, Pennsylvania, Ohio, Illinois, Massachusetts, Michigan and Alabama. The following chart illustrates the market share of top 10 states.



¹ <http://activemarketinggroup.com/AssetFactory.aspx?did=32> (accessed March 7, 2009)

² Calculation from active marketing website, check appendix a

Services Overview

3.1 Services:

Fitness Plus will provide following health related services:

- Aerobics
- Cycling
- Boxing
- Yoga
- Pilates
- Muscle Training
- Diabetes & Obesity Control

3.2 Benefits and Features:

- State-of-the-art facility with the latest equipment from quality manufacturers
- Low cost membership with monthly, quarterly and annual subscription plans.
- Personal qualified trainers to help our members achieve results without wasting much time

3.3 Why people need this service?

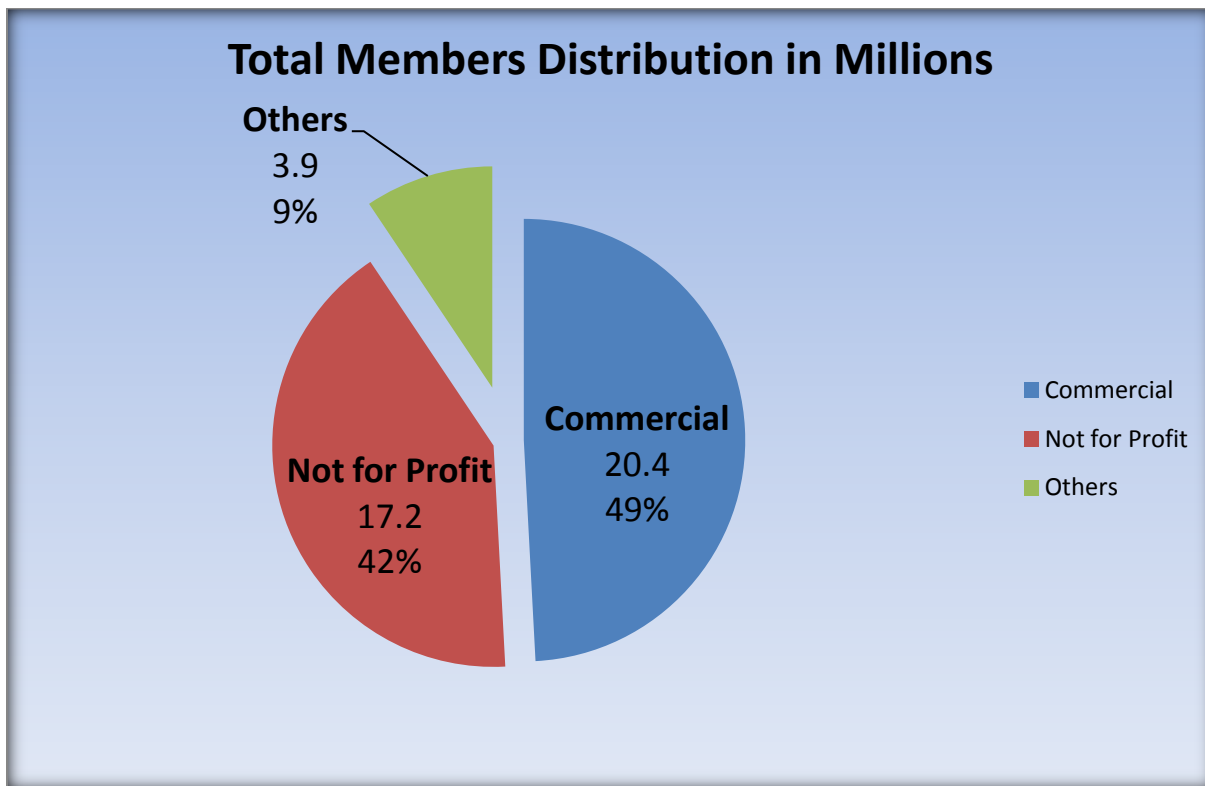
Health care and fitness clubs in Florida are mainly serving the high-income segment of late. Average income of health club members is approximately \$76,000 as of 2006 survey. This leaves a large segment of low-income customers with unmet needs. Fitness Plus will primarily exist to provide health care facility to the lower income class without compromising on the quality of service.

Marketing Plan

Market Analysis:

4.1 Market Description

According to a survey by The International Health Racquet & Sports Club Association in year 2007, there are 29,636 health clubs in the United States that house a total of 41.5 million³ members. Health clubs that are involved in commercial business have a total of almost 20.4 million and not-for-profit health clubs possess 17.2 million⁴ members.

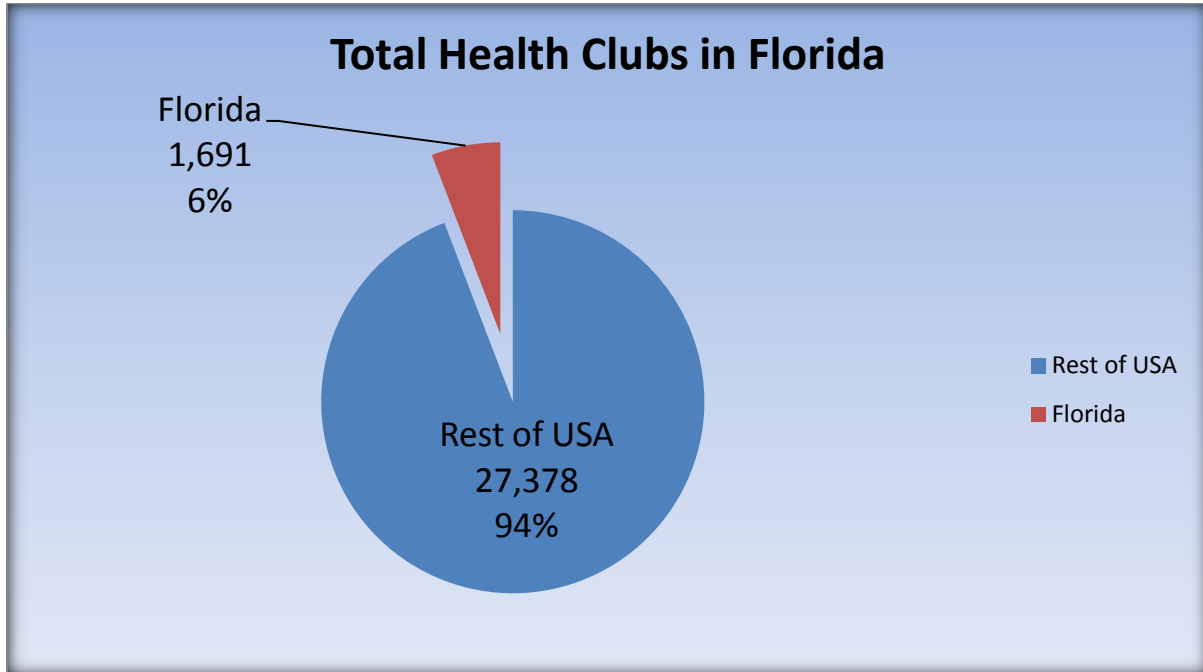


³ <http://cms.ihrsa.org/index.cfm?fuseaction=page.viewPage.cfm&pageId=19547> (accessed March 9, 2009)

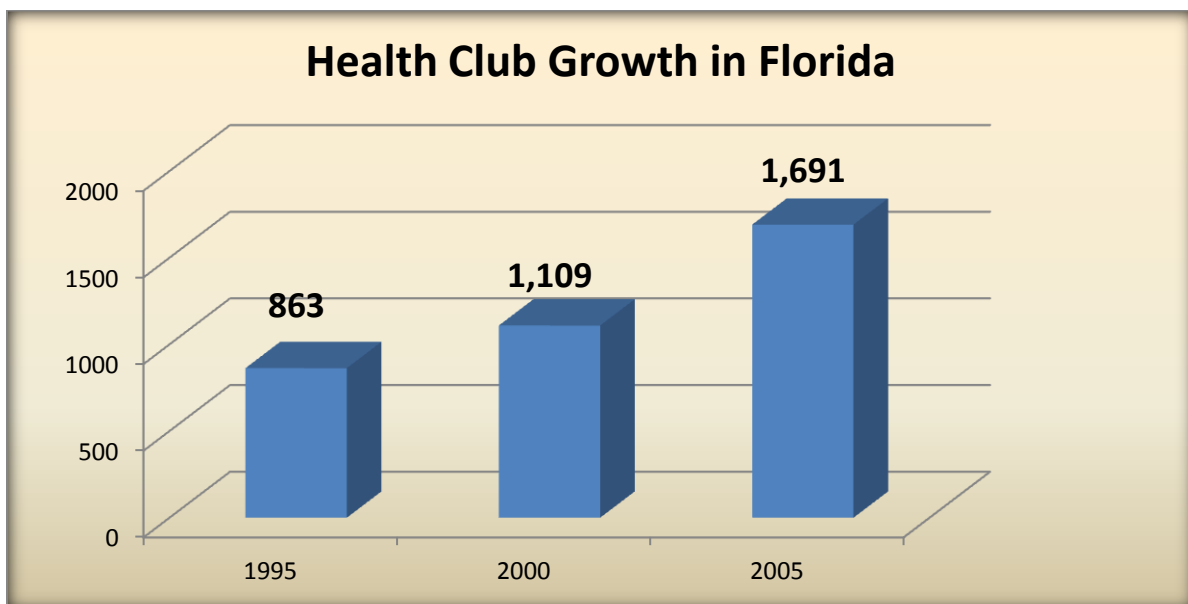
⁴ <http://www.goldsgym.com/golds/franchising/facts.php> (accessed March 9, 2009)

Health Clubs in Florida:

State of Florida houses 1,691 health clubs out of total 29,069 in the USA, which makes almost 5.81%⁵. There were only 863 clubs in 1995 that grew by almost 9.59%⁶ in 2007.



Growth of Health Clubs in Florida:



⁵ Calculation from active marketing website, check appendix b

⁶ Calculation from active marketing website, check appendix c

The above was an excerpt of our fitness business plan sample.

To view full and updated version of this business plan, please click on the following link:

<http://bizplancorner.com/fitness-business-plan.aspx>