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**EXECUTIVE SUMMARY:**

[Fitness Inspiration Together] US (or simply FIT US) is an organization in [Cleveland, Ohio] that is dedicated to making physical fitness a top priority in everyone’s life. The organization aims to bring groups of people ages [18 years old] and above to be part of its programs.

The company will organize fun runs and other fitness-related events to raise funds and to promote its mission. The company foresees a [40%] profit margin because more and more people are now investing for their health amidst the alarming mortality rate due to illnesses such as heart attack, obesity, and diabetes.

**COMPANY OVERVIEW:**

**Mission Statement:** [Fitness Inspiration Together] FIT US facilitates in the improvement and development of the physical well-being of clients.

**Philosophy:** [Fitness Inspiration Together] FIT US works with individuals dealing with their health and physical issues, making sure they have a reliable partner in their journey towards getting in shape. The company aims to keep its programs at peak level to achieve maximum results at all times.

**Vision:** [Fitness Inspiration Together] FIT US hopes to inspire people who make it a personal goal to live a fit and healthy lifestyle.

**Outlook:** Obesity and other related diseases remain as the top alarming health issues in the [US]. Because people have become more health conscious, the fitness industry has seen a significant [2.6%] growth since [2010]. Fitness coaching services continue to be in demand as more innovative techniques and methods are introduced and as more people switch to a healthier lifestyle.

**Type of Industry: [**Coaching Industry]

**Business Structure:** Limited Liability Corporation

**Ownership:** The company has 5 owner-members, each contributing financial and operational resources.

**Start-Up Summary**: All start-up costs will be provided by the owners.

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| --- |
| **Start-Up Funding** |
| Start-Up Expenses | $200,000 |
| Start-Up Assets | $200,000 |
| **Total Funding Required** | **$400,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $100,000 |
| Cash Requirements from Start-up | $50,000 |
| Additional Cash Raised | $25,000 |
| Cash Balance on Starting Date | $25,000 |
| **Total Assets** | **$200,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $400,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$400,000** |
| Loss at Start-Up (Start-Up Expenses) | -$200,000 |
| **Total Capital** | **$200,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$200,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent | $0 |
| Advertising | $25,000 |
| Legal Fees | $25,000 |
| Staff Training | $50,000 |
| Insurance | $100,000 |
| Other | $0 |
| **Total Start-Up Expenses** | **$200,000** |
|  |
| **Start-Up Assets** |  |
| Cash Required | $100,000 |
| Start-Up Inventory | $100,000 |
| Other Current Assets | $0 |
| Long-Term Assets | $0 |
| **Total Assets** | **$200,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$400,000** |

**MANAGEMENT TEAM:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Ingrid Bartholomew | Executive Manager | People Management, Strategic Management |
| Neil Armarada | Human Resource | Performance Management, Employee Relations |
| Holly Mayfield | Marketing Specialist | Strategic Marketing, Accounting |

**SHORT- AND LONG-TERM GOALS AND MILESTONES:**

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| * Hire a writer for promotional blogs
 | * Done hiring last April 18, 2018
 |
| * Televise events promotion
 | * The management is currently looking for a videographer and editor
 |
| **Long-Term Goals** | **Milestones** |
| * Build up and maintain customer relationships
 | * The company has been receiving a lot of applications, enough to reach the target by the end of the year.
 |
| * Expand to New York City
 | * A team is currently creating a budget proposal for this goal.
 |

**PRODUCTS AND SERVICES**

**Product/Service Description:** [FIT US] allows clients to choose whether they want to come to the organization’s gym and train with other people or to have exclusive sessions with the coaches at their preferred locations.

Before starting the journey, the coaches conduct an assessment of the clients’ physical health and then recommend a training program they need to achieve better results.

**Value Proposition:** The company’s coaches are also licensed dietitians. Therefore, clients will also learn about meal preparation and will be given a diet plan that is specific to their need. For those who opt for the exclusive sessions, coaches also bring their own equipment for the clients to use.

**Pricing Strategy: [**FIT US] uses premium pricing.

**EXECUTION**

**Marketing Plan:** [FIT US] enhances its reputation and marketability by conducting fitness-related events such as fun runs, marathons, and triathlons.

**Market Research: [**FIT US] conducted a study in [2017] and it revealed that the fitness trend has been on a steady decline since [2010]. The company’s target market is anyone above the age of 18 that is medically cleared to participate in intense physical activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| FIT US | * Flexible to client’s preferences
 | * No branches outside Cleveland, Ohio.
 | * The government’s aggressive campaign to combat obesity and other chronic illnesses resulted in people subscribing to fitness programs
 | * Competitors that have an established positive reputation
 |
| KETO ATTACK | * Excellent coaches
 | * Quality assurance department is underperforming
 | * People who always look for coaches that can effectively motivate them to push harder
 | * Emergence of new fitness organizations that also offer healthy dietary plans
 |
| Body Up Gym | * Offers health products along with the training
 | * Few coaches available
 | * Increase in the number of people who’d rather do the training at the gym than in their homes
 | * Unclear government regulations regarding fitness coaching
 |

**Marketing Strategy: [**FIT US] is geared towards making its events grander and grander each time. The company plans to acquire many sponsors for each event. While promoting its brand during these events, the company will also air TV commercials to reach out to a much wider audience.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| TV Commercial | * The videographer has been hired to take care of the task
 | February 29, 2018 | The commercials will go live in different TV stations weeks before the events. |
| Billboards | * The management is currently accepting applications of reliable designers.
 | February 29, 2018 | Billboard space has been reserved; all that is left is to wait for the design team to complete their work. |

**Organizational Structure:**

[FIT US] is owned by [Mr. Larry K. Martineau] and four other board members. The company is currently operating with one executive manager, a human resource faculty, a marketing specialist and 15 coaches.

**OPERATIONAL PLAN:**

**Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| Email | 1 |
| Messenger | 30 |
| **Hardware** | **Quantity** |
| Gym equipment | 60 |

**IT Infrastructure**

The following table reflects [FIT US’s] IT infrastructure

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Social Media | Y | The company has Facebook and Instagram accounts. |
| Company Website | N | This is where all of the company’s latest news, promotions, and events will be displayed. |

**FINANCIAL PLAN**

**Assumptions**

[FIT US] is operating under the premise of the on-going fitness trends. Most of the expenses will be on payroll and gym equipment. The company foresees a [45%] increase in gross profit.

**Quarterly Expense**

The chart below shows the projected quarterly expenses for [2019].



**Quarterly Revenue**

The chart below illustrates the projected quarterly revenue for [2019].



**BUSINESS FINANCING**

The business operates on funds provided by the owner, [Larry K. Martineau].

**STATEMENTS**

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| **Profit and Loss Projection** |
|  | **FY2018** | **FY2019** | **FY2020** |
| Sales | $150,000.00 | $300,000.00 | $240,000.00 |
| Direct Cost of Sale | $100,000.00 | $100,000.00 | $100,000.00 |
| Other Cost of Sale | $5,000.00 | $8,000.00 | $100,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $45,000.00 | $192,000.00 | $40,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $105,000.00 | $108,000.00 | $200,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **70.00%** | **36.00%** | **83.33%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $9,000.00 | $9,000.00 | $9,000.00 |
| Utilities | $9,000.00 | $9,000.00 | $9,000.00 |
| Salary (Including Tax) | $4,500.00 | $4,500.00 | $4,500.00 |
| Maintenance & Supplies | $3,000.00 | $4,000.00 | $4,500.00 |
| **Total Operating Expenses** | **$25,500.00** | **$26,500.00** | **$27,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $19,500.00 | $165,500.00 | $13,000.00 |
| Depreciation | $0.00 | $0.00 | $0.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $0.00 | $0.00 | $0.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$79,500.00** | **$81,500.00** | **$173,000.00** |

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| **Balance Sheet Projection** |
|  | **FY2018** | **FY2019** | **FY2020** |
| Cash | $195,000.00 | $170,000.00 | $170,000.00 |
| Accounts Receivable | $0.00 | $0.00 | $0.00 |
| Inventory | $0.00 | $0.00 | $0.00 |
| Other Current Assets | $3,000.00 | $4,500.00 | $1,000.00 |
| **Total Current Assets** | **$198,000.00** | **$174,500.00** | **$171,000.00** |
|  |  |  |  |
| Long-Term Assets | $2,000.00 | $2,000.00 | $2,000.00 |
| Accumulated Depreciation | $2,000.00 | $2,000.00 | $2,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $0.00 | $0.00 | $0.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$198,000.00** | **$174,500.00** | **$171,000.00** |
|  |  |  |  |
| Accounts Payable | $20,000.00 | $3,500.00 | $15,000.00 |
| Notes Payable | $3,500.00 | $6,000.00 | $3,500.00 |
| Other | $3,500.00 | $7,000.00 | $3,500.00 |
| **Total Liabilities** | **$27,000.00** | **$16,500.00** | **$22,000.00** |
|  |  |  |  |
| Paid-in Capital | $3,500.00 | $5,000.00 | $5,000.00 |
| Retained Earnings | $115,000.00 | $32,500.00 | $13,500.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$171,000.00** | **$158,000.00** | **$149,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **15.79%** | **10.44%** | **14.77%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2018** | **FY2019** | **FY2020** |
| Operating Cash Beginning | $160,000.00 | $160,000.00 | $160,000.00 |
|  |  |  |  |
| **Sources of Cash** | $15,000.00 | $5,000.00 | $15,000.00 |
| Receivables | $10,000.00 | $5,000.00 | $30,000.00 |
| Sales | $15,000.00 | $5,000.00 | $15,000.00 |
| Others | $5,000.00 | $15,000.00 | $8,000.00 |
| **Total Cash** | $205,000.00 | $190,000.00 | $228,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $26,000.00 | $26,000.00 | $70,000.00 |
| Utilities | $70,000.00 | $26,000.00 | $26,000.00 |
| Salary (Including Tax) | $70,000.00 | $80,000.00 | $90,000.00 |
| Maintenance & Supplies | $3,000.00 | $0.00 | $0.00 |
| **Total Expenditures** | $169,000.00 | $132,000.00 | $186,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$36,000.00** | **$58,000.00** | **$42,000.00** |