**[Company Name]  
  
[Company Logo]**

**GYM BUSINESS PLAN**

**[Date Created]**

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# EXECUTIVE SUMMARY

[Business name] will operate a gym in the community of [name] for approximately [number] members. The gym will include a variety of exercise stations and unqiue programming to encourage members to meet their fitness goals and provide a place for them to pursue a more active lifestyle.

Product or Service

The [business name] gym will provide customers with full access to aerobic machines, weights, a yoga studio, and other fitness equipment/stations. Members will also have the opportunity to meet with personal trainers for customized coaching, and to participate in weekly classes.

Potential Customers

[Business name] will be open to customers of all ages. However, given the demographics of the neighborhood in which the gym will be located, we anticipate that the majority of our customer will be working professionals ranging in age from 30 to 55 years old.

Company Ownership  
The gym will be co-owned by the founders, [name] and [name]. Both of these individuals have a background in the fitness industry and a keen desire to help others live and maintain an active, healthy lifestyle.

Company Future and Projections

If/when membership exceeds the initial maximum capacity of [number] members, 5,000 square feet will be added to a facility to allow for expansion. The founders may also wish to explore the possibility of opening a second location in 5 to 10 years.

Financing Needed

Financing will be required to cover leasing costs and to purchase all of the equipment necessary to establish a complete gym. Financing for all equipment can be negotiated with the equipment manufacturer, but financing for staff salaries and utilities/rent will need to be sourced from private investors and/or bank loans.

COMPANY DESCRIPTION  
  
Mission Statement

*“To empower members to pursue a healthy, active lifestyle with the support of a positive community.”*

Company Philosophy

1. *Coach, don’t correct.*
2. *Lead by example.*
3. *Everyone matters.*

Company Goals and Objectives

* Achieve profitability within 24 months.
* Sign up a minimum of 100 members in 6 months
* Develop a reputation for fitness excellence.
* Become a fixture in the community.

Founders, Formation History and Legal Entity

[Name] – Brief bio.

[Name] – Brief bio.

[Business name] has been/will be incorporated as a corporation in the state of [state name].

Target Market

*Describe target market for your gym.*

Competitors

*Describe your competitors. In this case, there may be other gyms in your neighborhood or city that may be your direct competition.*

Achievements to Date

*This is your opportunity to list company accomplishments, such as sales records, business awards, etc. These can be listed in point form and will help to bolster your pitch to investors.*

PRODUCTS AND SERVICES

Core Product or Service

*Use several paragraphs to explain what your gym will offer. This explanation should include why your gym is uniquely positioned to make this offering. You can speak in broad terms, and even define the manner in which your product or service will be delivered to customers.*

Pricing

*Outline your pricing structure for membership.*

# MARKETING PLAN

Target Market Research

*Whether you’ve hired a consultant to research your target market for you, or you are doing the research yourself, you should summarize your findings here. Include relevant statistics that further elucidate the need for a gym like yours.*

SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

Marketing Strategy

*Summarize your marketing strategy by saying something like*, “The elements of our marketing strategy are, (1) Hose free events, (2)….”

*You can go into more detail in this section if necessary, but the purpose is to communicate your overall strategy in general terms.*

Marketing Channels to be Used

*It is important to define what marketing channels your business will use to reach customers. A marketing channel is a point of distribution that allows you to introduce more people to your business. Possible marketing channels include:*

* Social media (Twitter, Facebook, Instagram, etc.)
* Company Website
* Email Marketing
* Search Engine Optimization
* Pay-Per-Click Advertising

Marketing Budget

*Here you can declare a total dollar value that will be budgeted for all of your marketing efforts in the first year. You can also share a marketing budget spreadsheet that shows how the money will be divided.*

[Use our template to get started.](https://www.thesmbguide.com/downloads/marketing-budget-download-20190821.xlsx)

OPERATIONAL PLAN

Premises Requirements

|  |  |
| --- | --- |
| Square Footage |  |
| Location (urban, suburban, industrial) |  |
| Parking Spaces |  |
| Heating/Cooling |  |
| Zoning |  |
| Other Features |  |

Legal and Accounting Requirements

Personnel Requirements

Make a comprehensive list of all of the employees that you will need to hire to operate your gym, including managers.

Equipment and Technology Needs

|  |  |
| --- | --- |
| **Item Description** | **Price** |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** | $ |

MANAGEMENT

Founders and Executive Team

*List the founders of your business and provide a brief biography for each one. You should also include a list of people on your executive team. You can visualize your executive team using a diagram like the one below. The titles and organization of the hierarchy can be modified to reflect the structure of your business.*

Owners and Shareholders

*If you have not done so already, list all of the business owners and current shareholders, including what percentage of the company they own.*

Board of Directors

*If your gym has formed a Board of Directors, list their names and titles.*  
  
Management

*Your executive team oversees the big picture of your company operations, but the next tier of personnel, management, is involved in the day to day operations of the company and the management of all employees.*

*List the names and titles of each of your managers. If possible, include a brief description of what their role will be and why they are qualified for it.*

*If you have not yet hired managers, describe the type of people you are looking for and what roles they need to fill.*

Advisors and Consultants  
FINANCIAL PLAN

Current Balance Sheet

*A balance sheet lists all of the company’s current assets and liabilities.*

[*Use our balance sheet template*](https://www.thesmbguide.com/downloads/balance-sheet-template-download-20190819.xlsx) *to create your own balance sheet.*

Financial Projections for 12 Months

*There is no way to know for sure where your business will be in 12 months, but you can make some financial projections based on a set of assumptions. This is often done by using a Pro Forma Profit and Loss Statement. This is the same as a regular Profit and Loss Statement, except for the fact that it is a projection instead of an analysis from a prior fiscal period.*

[*Use our Pro Forma Profit and Loss Statement template*](https://www.thesmbguide.com/downloads/pro-forma-profit-and-loss-statement-download-20190815-1.xlsx) *to create a spreadsheet that details your financial projections.*  
  
Cash Flow Budget for One Year

*A spreadsheet that outlines your cash flow budget will help you to establish reasonable spending limits.*

[*Use our Cash Flow Budget template*](https://www.thesmbguide.com/downloads/cash-flow-budget-download-20190820.xlsx) *to get started.*

Break-even Analysis

*A break-even analysis uses a simple formula to reveal the point at which your business will cover all of its expenses and have a net profit or loss of $0.00.*

[*Use our break-even analysis template*](https://www.thesmbguide.com/downloads/break-even-analysis-template-03282019.xlsx) *to find and visualize your break-even point.*

Financing Needed

*In order to summarize the financing that you need, what it is needed for, and how it will be spent, you should have a Statement of Sources and Uses. This statement lists total dollar amounts for each category in your budget, and corresponding sources for those dollar values.*

[*Use our template*](https://www.thesmbguide.com/downloads/statement-of-sources-and-uses-download-201908151-1.xlsx) *to create your own statement of sources and uses.*

# APPENDICES

*Additional information can be included in the appendices if necessary, such as documents that verify the contents of the business plan, or additional notes on any of the sections above.*