

BUSINESS PLAN 'Gym'

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Abstracts

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Idea. Fitness club, which will combine on its territory all necessary for preserving and maintaining the beauty and health: professional approach, using of new techniques, saturated complex of sports and health services and high-quality equipment. The fitness club will be located at address: the town ***, 132 *** Street, in a separate building (premise total area – **0 sq. m, ceiling height – 5-7 m). The planning of premise is mixed. Communications: water supply, sewage, electricity, gas.

Market. The volume of Russian market of fitness services has increased by *** %, amounted \$ 1 billion and reached the pre-crisis level. In the coming years the market will be developing through the network players and by penetration of fitness in regions. There are 17 gyms in *** today, the sales volumes of which is between 100 and 500 pieces per month.

Competitive Advantages. It is planned to open the largest fitness club in ***, the total area of which will compose *** sq. m. The equipment will be represented by simulators Hammer Strength, which are the brand #1 over the world among power simulators. The professional trainers will work with visitors in the fitness club. Besides, the unique children`s playground, saunas, sports nutrition and a wide range of sporting goods will be available for club visitors.

According to the research data, fitness centers clients prefer to visit gyms – almost *** % of respondents give such answer, aerobics or shaping are demanded among *** % of visitors, sauna or bath – among *** % of fitness club visitors, 41% of visitors prefer to go for a massage to the fitness clubs. Experts mark that solarium and beauty services are in less demand. Also consumers use exercise bikes and cardio simulator more rarely. It could be explained by poorly developed supply of such kind of services in fitness clubs.

Modern market of fitness services is attractive enough for potential investors first of all from a position of the dominant indicators dynamics:

potential capacity of Russian market of fitness services is approximately \$ *** billion, the market could reach this indicator in 5-6 years;

only *** % of Moscow population and less than *** % of region population use services of fitness clubs, in the same time this indicator in London is 20%, in Barcelona – 35%, in Berlin – almost 60%;

Russian market of fitness services is in a formative phase and its capacity still being less than *** % of global market, annual turnover of Russian fitness industry is 20 times less than in the United States.

annual market growth is no less than ***% and decreasing is not expected, first of all in regions

average industry return on market of fitness services is about *** %.

For attractiveness of new club clients the following marketing courses will be applied:

Partner programs: discount of 15% on a subscription for the visitors to cafes and restaurants, which are partners of the fitness club (if certain conditions of cafes and restaurants are fulfilled).

Lotteries of subscriptions, gift mugs, t-shirts, notebooks and so on.

For regular customers the discount cards will be issued, through which the clients could buy sports nutrition, stuff and fitness club subscription for next month with discounts.

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