

**FREE VERSION OF GROWTHINK'S  
ULTIMATE GYM BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Gym Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Gym Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Gym Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Gym Business Plan Template, please go to**

**<https://businessplantemplate.growthink.com/gym/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company Name], located at [insert location here] is a new upscale, trend-setting physical fitness environment. [Company Name] provides local residents with a variety of workout classes, personal training programs, personal trainers, yoga and other experiences. Our gym prides itself not only in having the most state-of-the art work out facilities and Pilates, yoga studios, and other classes that follow the latest trends and proven research in exercise science, but also providing our patrons a well-designed, spacious and attractive gym facility.

### **Products and Services**

[Company Name] will provide services for all ages and both genders. Services will include a variety of fitness equipment, workout classes, personal training programs, yoga and nutrition.

In addition to providing these services, [Company name] will also be a retailer of exclusive fitness products and select food items. Customers will find products at [Company name] that they won't find in grocery stores or mass retailers.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company Name], located at [insert location here] is a new upscale, trend-setting physical fitness environment. [Company Name] provides local residents with a variety of workout classes, personal training programs, personal trainers, yoga and other experiences. Our gym prides itself not only in having the most state-of-the art work out facilities and Pilates, yoga studios, and other classes that follow the latest trends and proven research in exercise science, but also providing our patrons a well-designed, spacious and attractive gym facility.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the fitness business for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] frequented a gym that enjoyed tremendous success. After discussing the business at length with the owner, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company Name] competes against small, individually owned gyms, and against major regional or national chains. There are nearly 112,000 gyms in the United States.

According to a report by IBISWorld, the gym industry is a fragmented one, as the 4 largest companies only hold 20% of the market. The market is estimated to grow to more than \$35 billion in three years. This bodes well for [Company Name]; since there are no truly dominant competitors, barriers to entry are not as high as many other industries, and a start-up can expect to have success in this growing market. There is plenty of room in the industry particularly for well-placed gyms that cater to specific geographic and demographic customer niches. Smaller gyms can easily develop loyal clienteles that enable them to compete and succeed against industry giants; in this industry, size does not necessarily mean an advantage, which bodes well for [Company Name].

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company Name] will serve the residents of [company location] and the immediately surrounding areas as well as those who work in [company location].

The area we serve is populated mostly by the upper-middle class; as a result, they have the means to pay for gym memberships, personal training and other fitness related services.

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

The following gyms are located within a 5-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **CrossFit**

Founded in 1974, CrossFit is a fitness and health program comprised of constantly varied functional movements performed at relatively high intensity. It is the principal strength and conditioning program for many police academies and tactical operations teams, military special operations units, champion martial artists, and hundreds of other elite and professional athletes worldwide. In fact, there are more than 13,000 CrossFit affiliates across the globe.

The CrossFit program delivers a fitness that is, by design, broad, general, and inclusive. It is designed for universal scalability making it the perfect application for any committed individual regardless of experience. These routines have been used for elderly individuals with heart disease and cage fighters one month out from televised bouts. The program is the same for everyone, but with scaled load and intensity.



## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company name] seeks to position itself as a respectable, upper-middle-market competitor in the gym market. Customers can expect to receive professional services and state of the art equipment for a price somewhere between discount chains and luxury establishments.

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Best equipment
- Convenient location
- Familiar, regular trainers
- Significant personal attention
- Moderate price point
- Comfortable, customer-focused environment

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### **Promotions Strategy**

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[Company Name] expects its target market to be individuals working and/or living within a 5-mile radius of its location. [The Company's] promotions strategy to reach these individuals includes:

#### **Local Publications**

[Company name] will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, school publications, youth sports programs, and similar channels will be a major promotion effort.

#### **Major Publications**

We will make careful use of advertising in selected larger publications. [Publication or newspaper name] has a circulation of xyz and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used selectively,

based on cost effectiveness. These ads will include discount coupons so that response to the ads can be tracked.

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform several functions. The majority of employees will assist in up servicing and selling customers in addition to the primary functions. [Company name] anticipates using the services of X employees, divided into the following roles.

#### Service Functions

- Personal Trainers
- Dietician
- Sales/membership manager

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Customer service/front desk functions

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Gym Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the gym business for 20 years.

[Founder] is a seasoned personal trainer with experience across fitness and entertainment verticals. He began his career in [19xx] when he received a certification from [School] and began work at [major chain], where he worked for X years.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/gym/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

[Company Name]'s revenues will primarily be driven through client growth. There will be other initiatives to increase sales as shown below:

- Clients (Packaged Offerings, Camps, and Single-Session)
- Online Course Subscriptions
- Nutritionist
- Events
- Merchandise

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### **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$1,200,000 to launch. This will be used primarily towards gym build-out, marketing and staffing.

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### **Key Assumptions & Forecasts**

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Gym Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Gym Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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