

REMI GROUP

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MISSION STATEMENT

- *"To make our community proactive, invigorating and form healthy generations."*



STAKEHOLDERS

Local community

Government

Employees

Owner

Creditors

Advertising companies

Suppliers

Customers

Unions

OBJECTIVES



To open two branches in London in the next five years



To earn at least 50.000£ profit in the first year



To get 10% of the marker share in the next two years



To provide services to over 10.000 people in the next two years

PRODUCT DESCRIPTION



Personal virtual training



Hologram

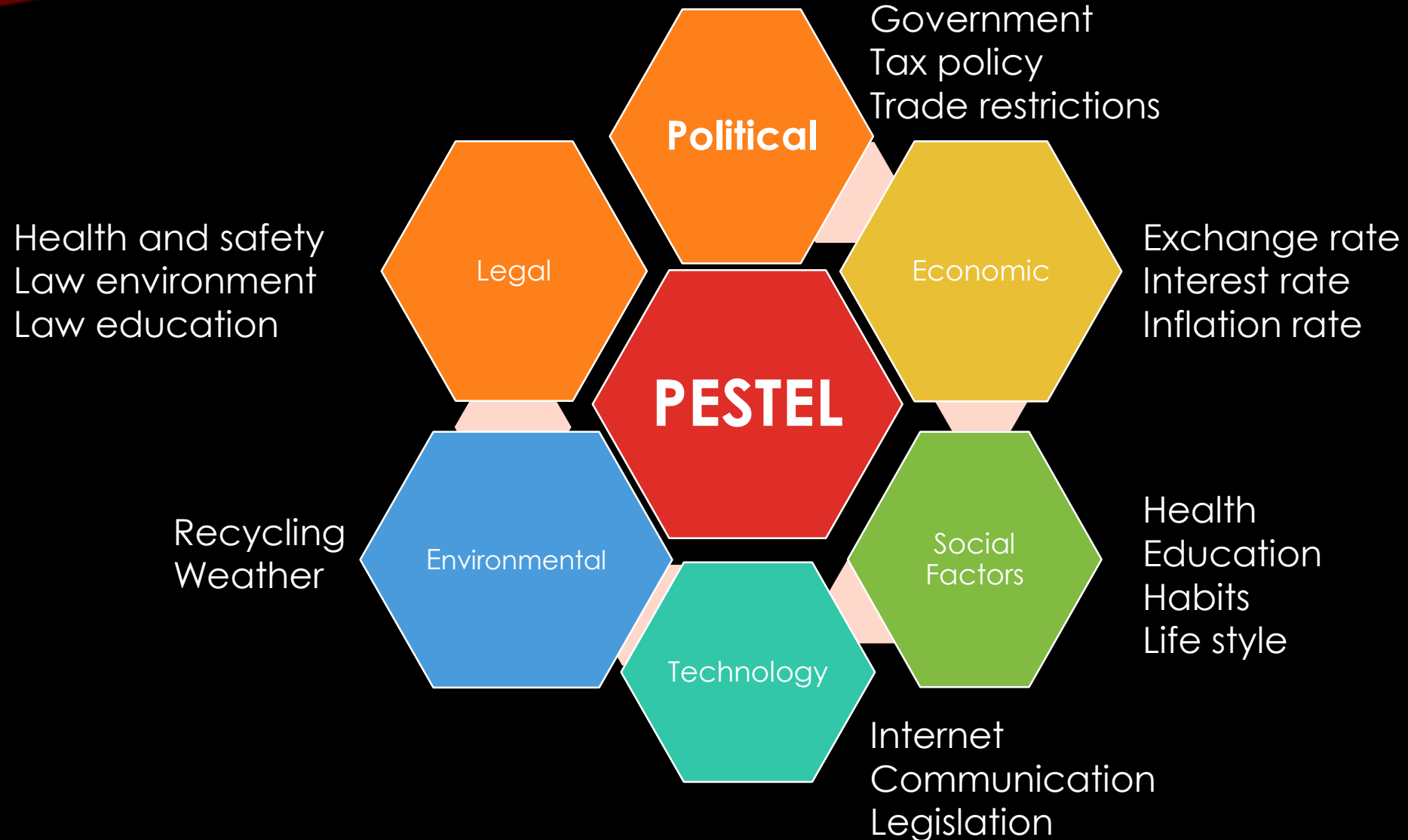


Individual section fitness



Virtual reality – three rooms for
meditation, Zumba and yoga

PESTEL ANALYSIS



SWOT ANALYSIS

Strength

Weaknesses

Opportunities

Threats

4 specialist in all sectors

New on the market

People care about health

Copyright

The most innovative team

Limited budget

Exploring new technology

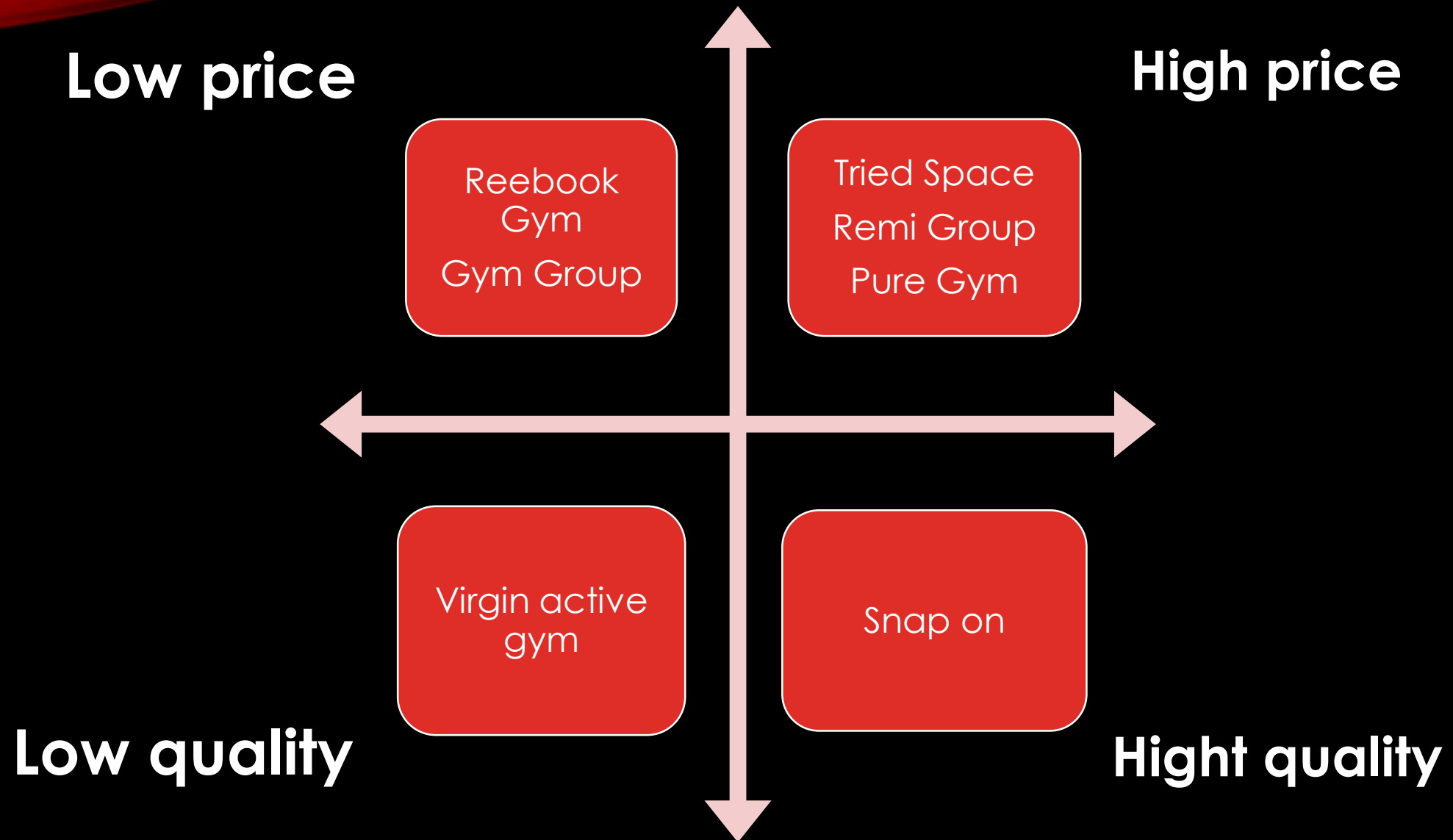
Competition

Affordable price

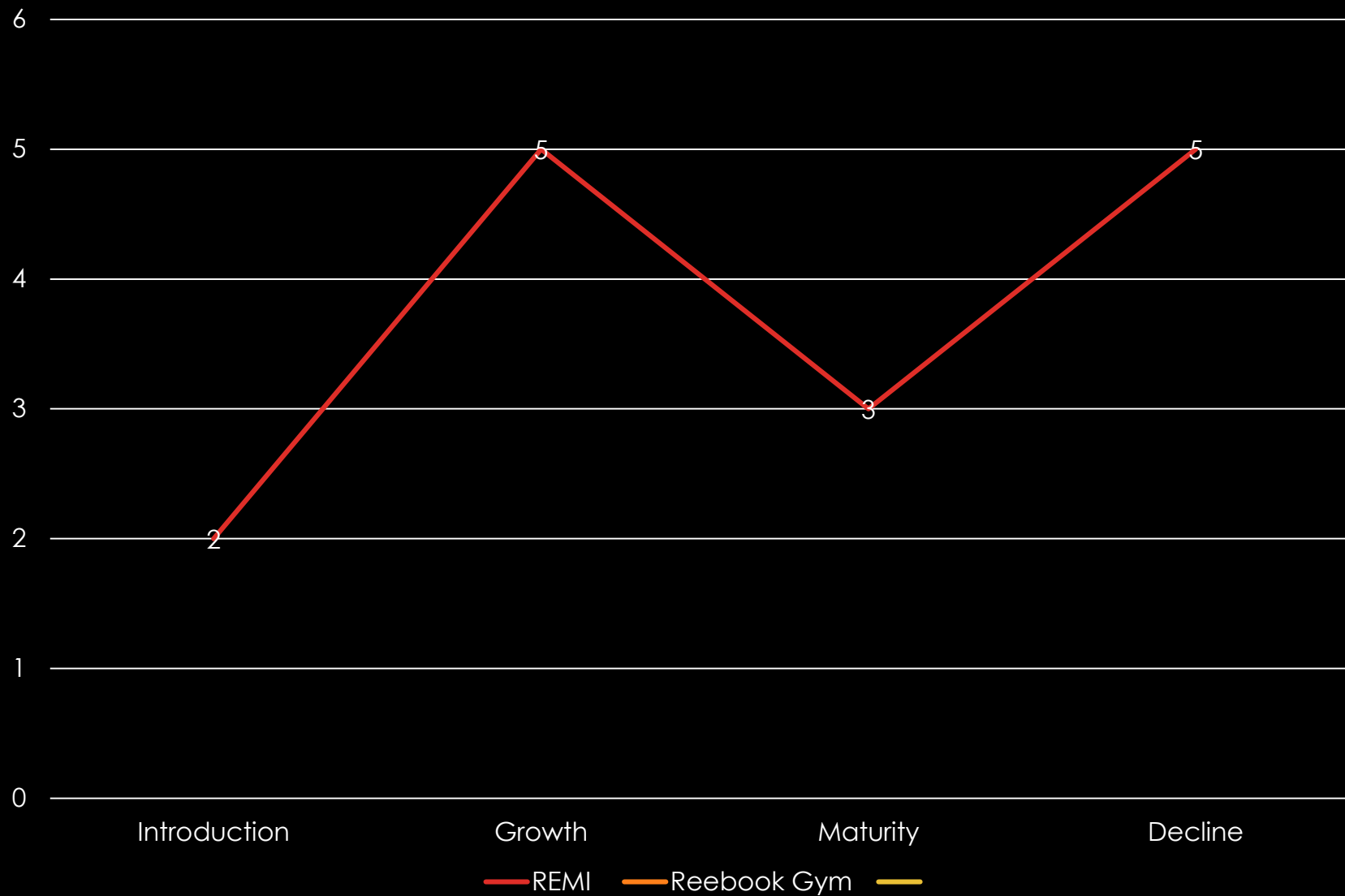
Market impact

New technology

Industry life cycle



MARKET ANALYSIS



MARKETING PLAN AND STRATEGY

- **Segmentation**
- **Target**
 - gender male and female
 - age 18-50
- **Position**
 - Canary Warf East London
 - Secondary business district

FOUR P'S MARKETING

PRODUCT

- QUALITY
- DESIGN
- BRAND NAME
- SERVICES

PRICE

- DISCOUNTS
- LIST PRICE

PLACE

CHANELS
LOCATION

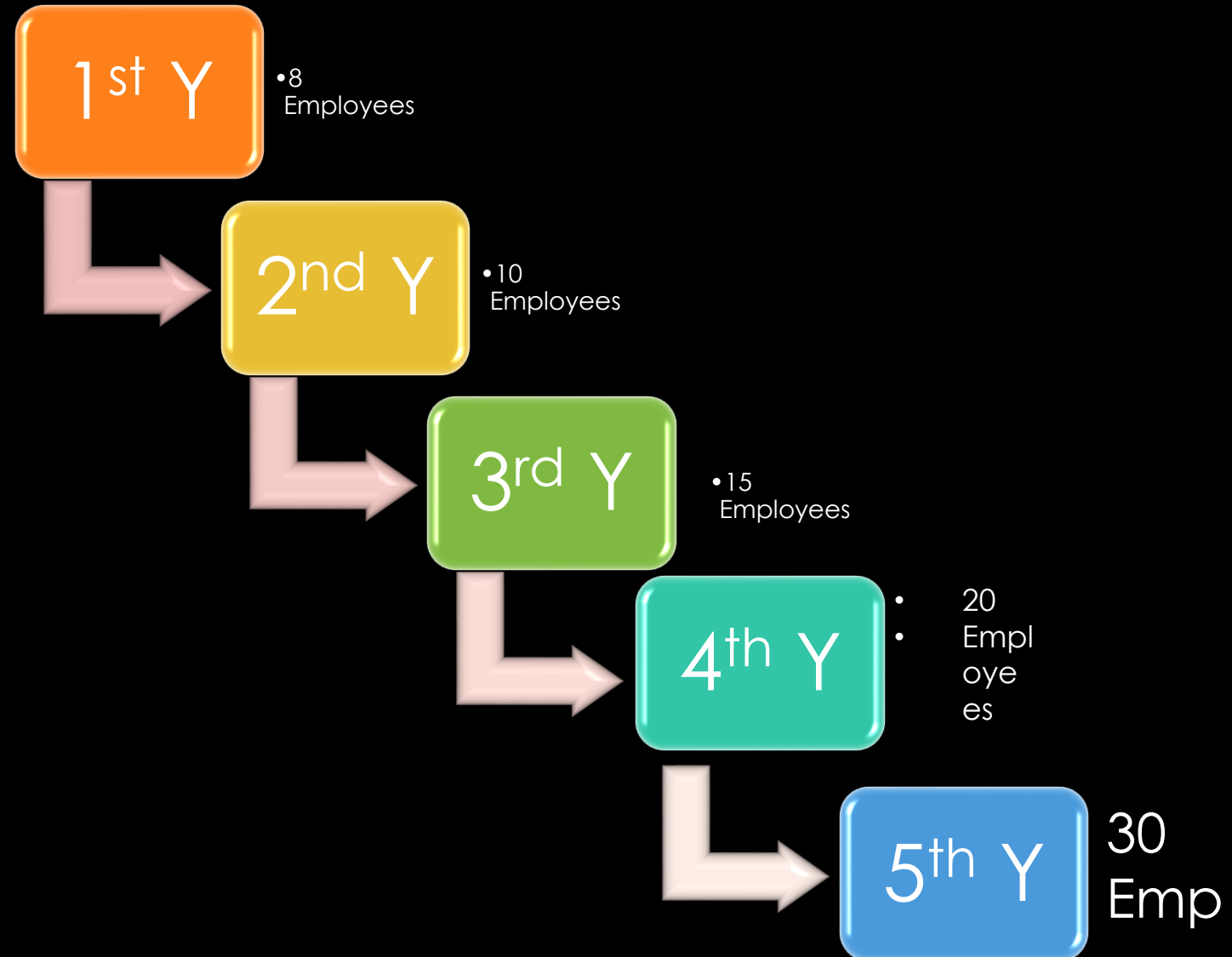
PROMOTION

- ADVERTISING
- PUBLIC
RELATION

Management team and organizational chart



HR Planning

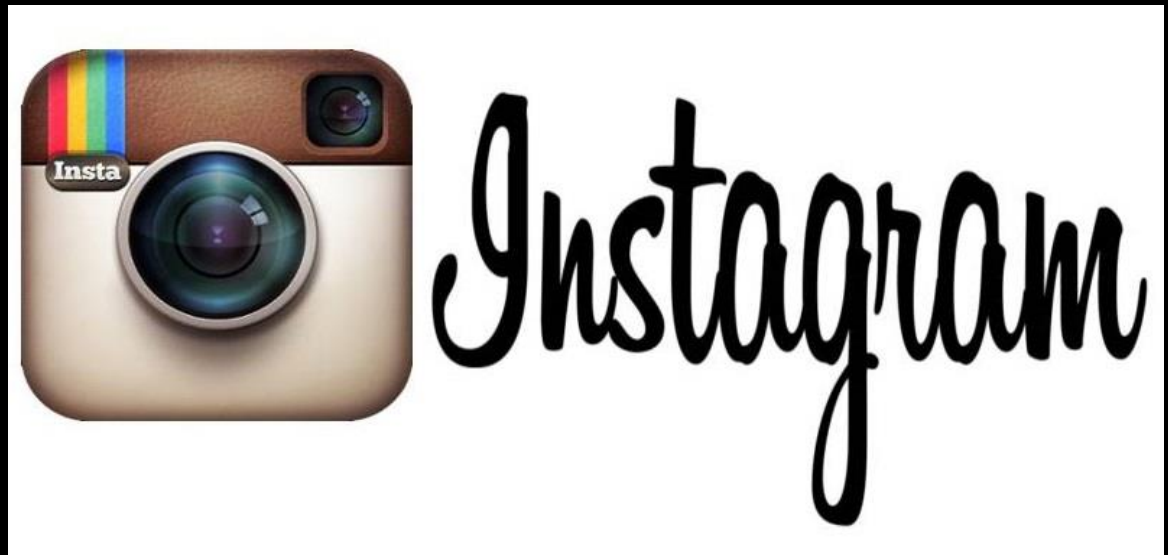


Financial Forecast

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Sales	£400,000	£640,000	£800,000	£1,500,000	£2,000,000
Costs	£350,000	£500,000	£520,000	£900,000	£1,000,000
Profit/Loss	£50,000	£140,000	£280,000	£600,000	£1,000,000
Assets	£300,000	£320,000	£440,000	£695,000	£1,270,000
Liabilities	£100,000	£70,000	£50,000	£25,000	£0
SH/Capital	£200,000.00	£250,000	£390,000	£670,000	£1,270,000

Marketing advertising

Google



thank you

