

Student Name:SamanthaBarrett

Student N0:2517067

Lecturer Name:Mustakkima Afrin

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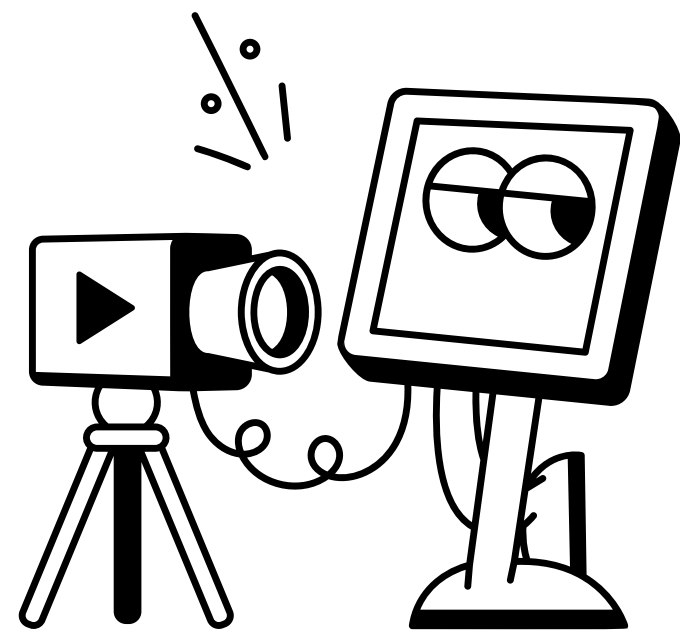




www.rhythm-fit-pt.com

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About Us

Founder & Lead trainer for
Rhythm-Fit

Combining dance expertise with
personal training

The purpose of this presentation
is to share my business plan for
rhythm- Fit – an inclusive, dance
infused fitness service for all
genders aged 18-50



OVERVIEW & BUSINESS IDEA

USP

RhythmFit is the fusion of personal training with rhythm-based, dance-infused movement, creating a fitness experience that is fun, expressive, culturally rooted, and great for confidence-building — something traditional PT and standard dance classes do not offer.

Market need

Traditional gyms feel intimidating and quite repetitive, while rhythm-Fit offers a fresh new approach to fitness, that helps build confidence, and enjoyment, exactly what people need alongside physical results.





Legal Structure: Sole Trader

Rhythm-Fit will operate as a Sole Trader business. This structure is simple to set up, cost-effective, and suitable for a personal training and dance-fitness service run by one owner. As a sole trader, I will trade under the business name Rhythm-Fit while maintaining full control over operations, pricing, branding, and service delivery.

Management Structure

- Founder & Lead Trainer – Responsible for setting up classes, teaching and routines.**
- Assistant Instructor - Supports classes and client sessions and online work-outs.**
- Marketing Coordinator – Manages social media and brand outreach.**
- Admin Support – Handles bookings, enquiries, and client care.**

ORGANISATIONAL CHART



Samantha Barrett
Chief Executive
officer



Claudette Veronica
Finance/Amin



Tia
Marketing Business
Expert



Tyrone Odoi
Assistant
Instuctor

PESTLE ANALYSIS

P

POLITICS

- Music licensing and copyright compliance – regulatory changes or stricter enforcement could increase costs or limit track usage.
- Local council regulations for fitness classes, community-space hire, or noise levels may affect session delivery.

E

ECONOMY

- Reduced discretionary spending during economic downturns may lower client uptake.
- Rising operational costs (studio hire, insurance, equipment) could impact profitability in the first year.

S

SOCIETY

- Shifts in fitness trends may reduce interest in dance-based workouts if consumer preferences change.
- Seasonal attendance dips linked to holidays, school terms, or weather patterns may affect client consistency.

T

TECHNOLOGY

- Dependence on digital platforms for bookings, marketing, and potential hybrid classes introduces vulnerability to tech failures.
- Rapid changes in social media algorithms could reduce visibility and engagement for Rhythm-Fit content.

E

ENVIRONMENT

- Extreme weather conditions may disrupt in-person sessions or reduce attendance.
- Sustainability expectations from clients may require eco-friendly equipment, packaging, or studio practices.

L

LAW

- Injury liability during high-energy dance-fitness sessions requires strict adherence to health and safety standards.
- Data protection requirements (GDPR) apply to client information, bookings, and online interactions.

SWOT ANALYSIS



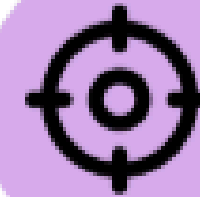
- Unique blend of dance + PT creates a differentiated, fun, confidence-boosting fitness experience.
- Strong appeal to clients seeking enjoyable, music-driven workouts.
- Low start-up costs and flexible delivery (studio, community spaces, online).
- High engagement potential on social media due to visually dynamic content.

Strengths



- Limited initial brand awareness as a new boutique concept.
- Reliance on suitable studio space and music licensing compliance.
- Time-intensive choreography creation and programme structuring.
- Solo-operator model limits capacity in early stages

Weaknesses



- Growing demand for boutique, wellbeing-focused fitness experiences in the UK.
- Expansion into online classes, short-form video content, and hybrid programmes.
- Partnerships with schools, community centres, and wellbeing organisations.

Opportunities



- Competition from gyms, dance studios, and digital fitness platforms.
- Economic pressures reducing discretionary spending on fitness.
- Rapid tech changes requiring ongoing adaptation (apps, wearables, booking systems).
- Seasonal fluctuations affecting attendance and client consistency.

Threats

MARKETING STRATEGIES

PRICING STRATEGY

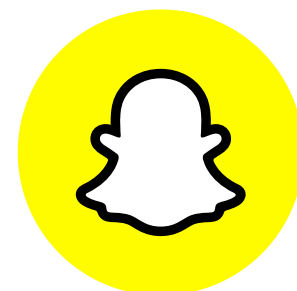
- PT Sessions: £30–£45
- Group Classes: £10–£15
- Kids Classes: £8–£12
- Online Sessions: £5–£10

BIGGEST STRENGTH

Rhythm-Fits biggest strength is that we combine personal training with dance-infused movement. Something no one else locally does.

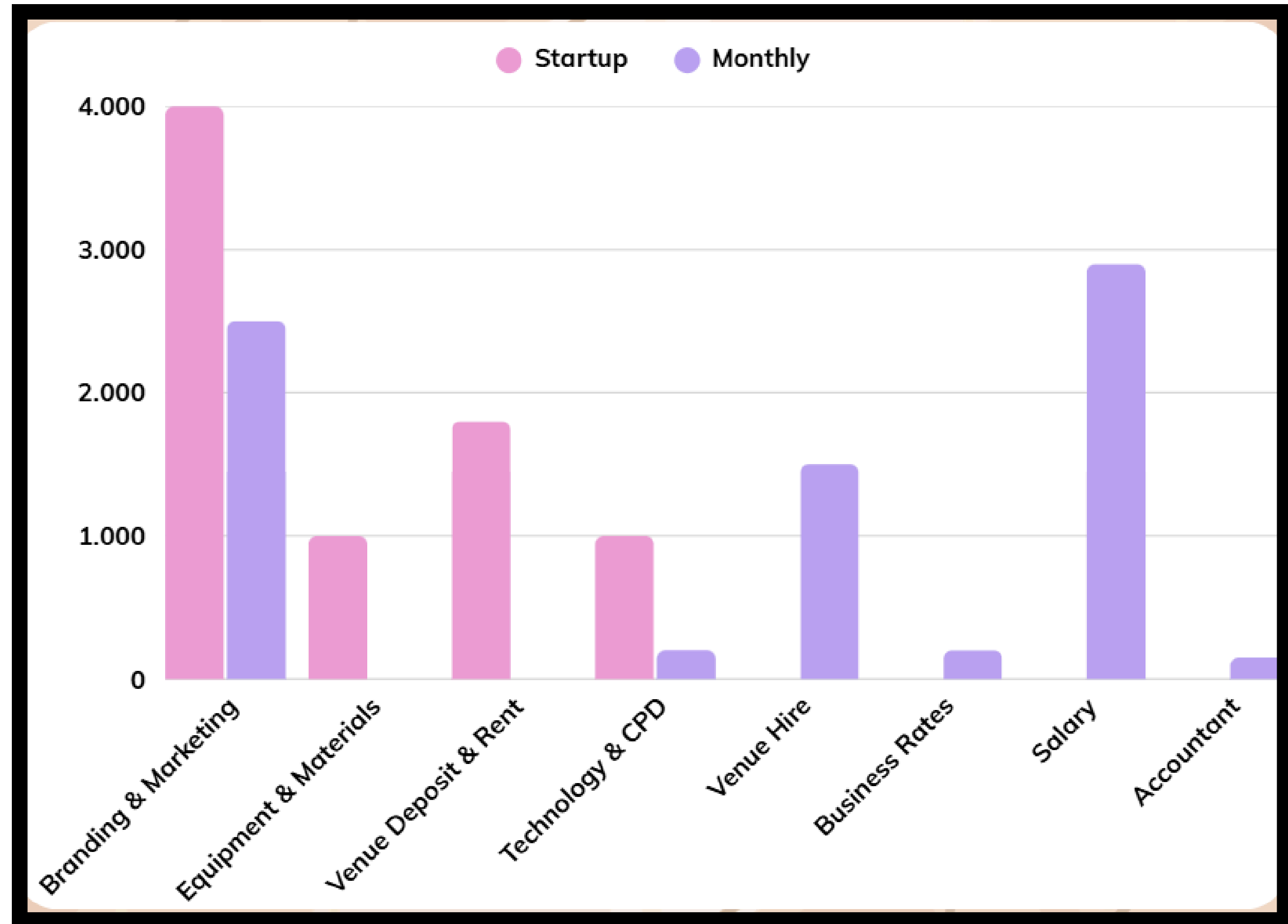
TARGET AUDIENCE

Rhythm-Fit is for all genders ages 18-50, Beginners, and those returning to fitness. We target people seeking music-driven activity and finally individuals wanting personal coaching without a gym



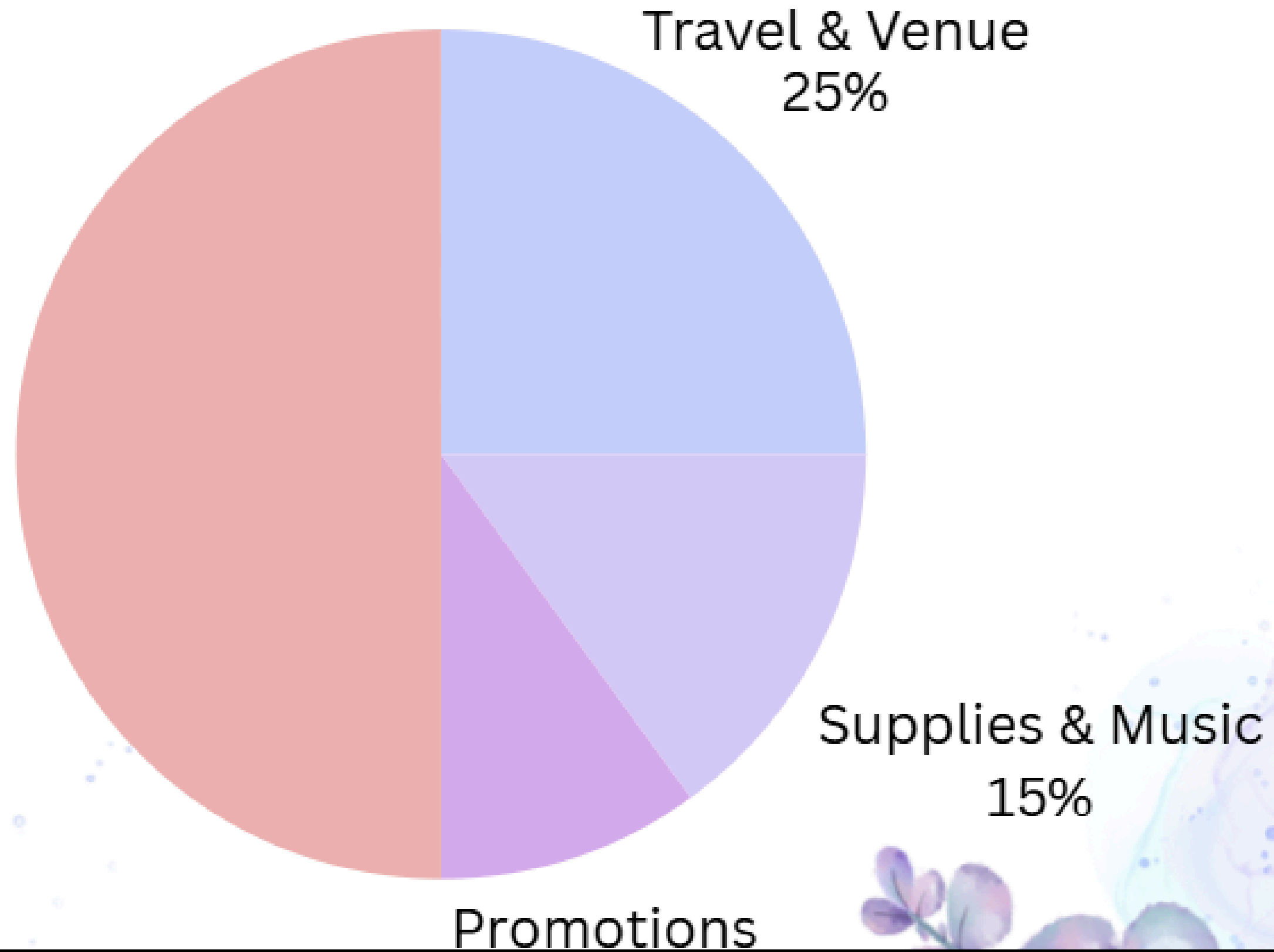


START UP & FIXED COSTS



- Travel & Venue
- Supplies & Music
- Promotions
- Total Var cost


Total Var cost
50%

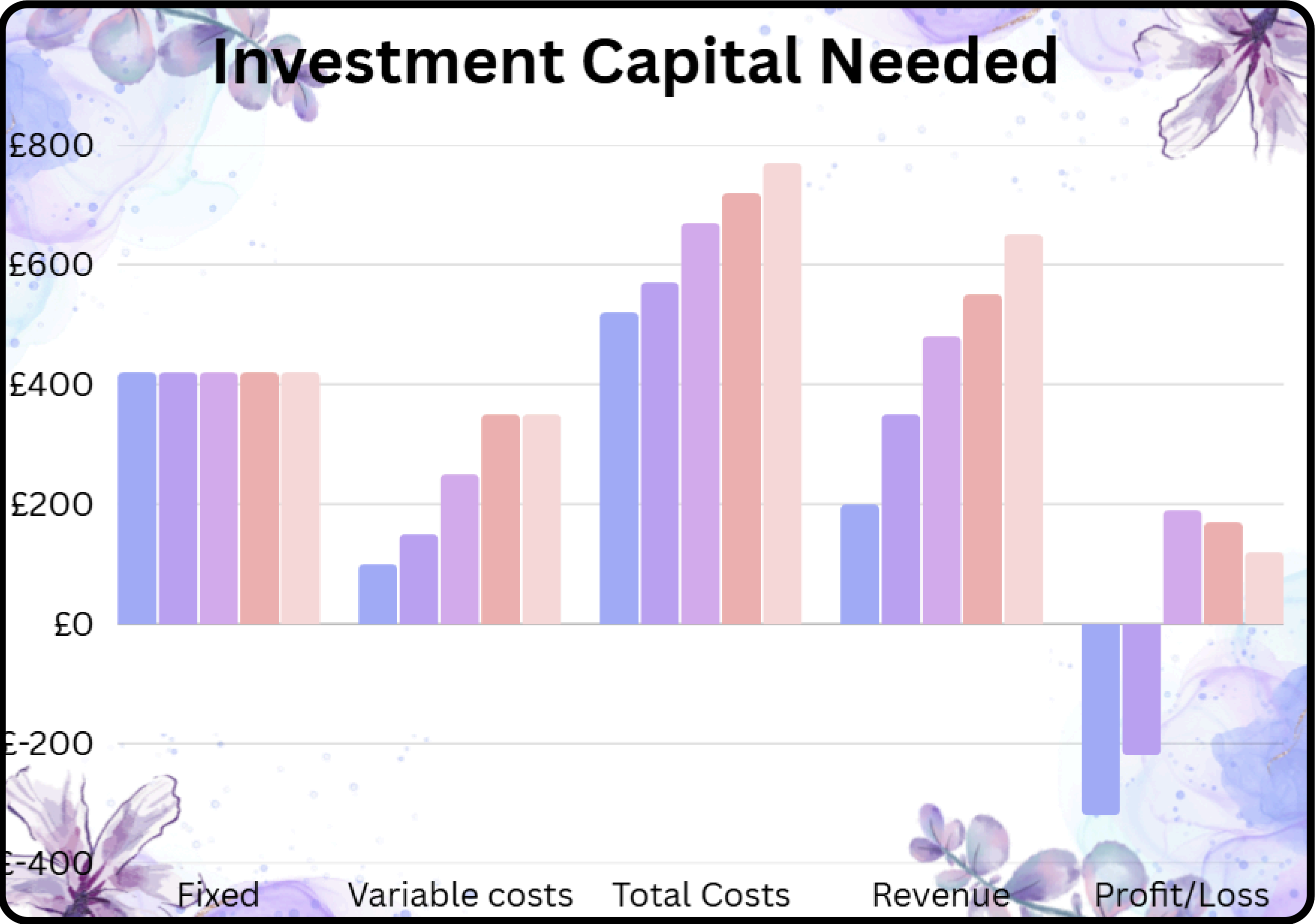


Start-Up Costs

💷 £800 Branding,
equipment, venue
deposit, CPD
Monthly Fixed Costs

📌 £500 Venue hire,
business rates,
accountant, admin
Variable Cost Ratio

📊 50% Travel,
music, supplies,
promotions





RhythmFit's break-even point demonstrates the importance of consistent weekly attendance and balanced scheduling. With strong branding, community engagement, and structured programmes, achieving 55 weekly sessions is realistic and supports long-term financial stability.

- **Using an average income of £20 per session, RhythmFit needs around 55 paid sessions per week to break even.**
- **Once this target is met, all additional sessions contribute directly to profit.**
- **My marketing and retention strategies support reaching this weekly goal.**

Any

Questions ?

THANK YOU



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