

BP Final Enes

by Enes Mustafov

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BUSINESS PLAN

Wellness Warriors

By Enes Erdzhan Mustafov

Lecturer name: Vasilios Tavlaridis

Self Introduction

Enes Mustafov, 23 years old



Training professionally for 5 years

Level 3 in Personal Training

Overview of the business

- Online Coaching
- Personal Training Programs
- Personal Diet Plans
- Helping people achieve their fitness goals



Physical Fitness (PNGWING, 2023)

Subscription Plans / Wellness Warriors

STANDARD

- 1 Month
- Personal Training Program
- Personal Diet Plan
- Access to online videos
- Response up to 24 hours

£100



BODYBUILDING

- 1 Month
- 8 In-person Training Sessions
- Supplement Discounts
- Fitness Equipment Discounts
- Response up to 2 hours

£175





Legal format

Wellness Warriors will be registered as a **Limited Company**.

According to GOV.UK, if you are registered as a limited company you pay corporation tax on the profits and this tax is often lower than the personal income tax rates.

Additional benefits:

A tax deduction can be claimed for business expenses, the finances can be **reinvested in the company**.

Gives a professional image to the company and it lends credibility **which attracts customers and investors**.

A well-known name in the industry which people can trust. (Crail, Haskins and Watts, 2022)

What is a Limited Company? (RapidFormations, 2023)

Wellness Warriors Management and Services



Enes Mustafov – Owner (CEO)

Strategic direction, setting the vision and working directly with clients.



Accountant

Maintain accurate financial records, filing tax returns and calculating taxes owed.



Video Editor

Create the exercise clips.



Website and Graphic Designer

Create an attractive website and branding logo.

Unique Selling Point of Wellness Warriors

We believe our USP is the Bodybuilding Subscription Plan because of the value it offers to our customers.



In-Person Training



Fast Response Time

P
E
R
K
S



Special Approach



Huge Discounts

Reason for starting Wellness Warriors

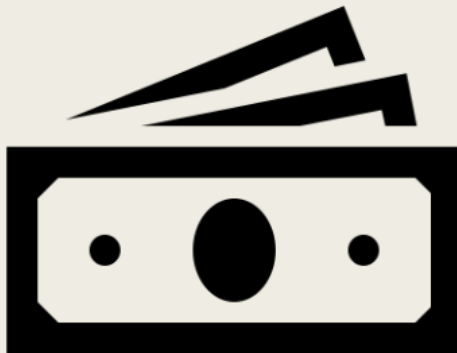
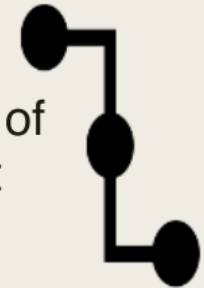
- Passion for Fitness
- Share Knowledge
- Help People
- Flexibility and Independence



Passion is Strength (C. Nealey Fitness, 2018)

Investment

As it is a small business the investment will be £10,000 as a start-up, from the owner of the company (Enes Mustafov) and the second source of funds will be a small amount from friends and family which will be repaid later (Barringer and Ireland, 2019).



Monthly expenses for Wellness Warriors can go up to £2,000 because we have to pay for a video editor, advertising, accountant, graphic designer And website maintenance. The £10,000 investment will be a good start for us.

Competition



Fitness Apps and Platforms



They can offer affordable and automated fitness solutions.
Features like tracking calories burned.



Lack of personalized approach.

Local Fitness Coaches

Work out every day in-person.
Immediate support.
Social interaction.



Working out in a group.



Thank you for your time

ANY



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Reference List

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