

Business Plan - Enes Mustafov

2007660

by Enes Mustafov

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Business Plan

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1. Overview of the business idea

The business is Online Coaching under the name Wellness Warriors and the aim is to get people in great shape, make them feel great on a daily basis, be active and most important make them work towards their goals. Services that the business is providing are training programs and diet plans individually for each customer who is seeking personal and professional growth. Before enrolment in the program, there is a one-to-one session with each customer to understand the goals they want to achieve and using this information their training programs and diet plans are custom-made according to their needs.

The whole process will be online so by using a variety of formats such as video sessions and pre-recorded videos of the exercises, Wellness Warriors will help their customers to understand how to perform the exercises correctly and most importantly to avoid any injuries from doing them incorrectly. Different options of subscription will be offered starting from only 1 month to 12 months and a special Bodybuilding Subscription where the slots will be limited to 10 people.

To track the progress of each person there will be weekly check-ins in the form of pictures and videos that will be sent through an email or any other online platform like (WhatsApp, Messenger, or Instagram) and according to their progress there will be changes to their programs if necessary.

According to Grand View Research, online coaching is a rapidly growing business since the Covid pandemic happened, more people are using technology and seeking for online services so it's a good thing for those who offer services online. The market size was valued at \$16.4 billion in 2022 and it's expected to have annual growth of %26.72 from 2023 to 2030 which is around \$4.37 billion. More supermarkets and even big companies for fast food are starting to offer more healthy food options which is again good for the business because more people are trying to be in shape which of course is protentional customers for every Online Coaching business.

2. Legal format of the startup

Wellness Warriors will be registered as a Limited Company because of the many benefits that it can gain from it. According to GOV.UK, limited company provides ¹⁶limited ¹²liability protection to the business owners which means the personal assets are separate from the company's liabilities, in case of any debts or legal issues the personal assets will be safe. Wellness Warriors can benefit from tax efficiency as well, GOV.UK states that 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.

The additional benefit of the limited company is that a tax deduction can be claimed for business expenses therefore the taxable income will be reduced even more. This will give an opportunity for Wellness Warriors because the finances can be reinvested in the company for improvements and new ideas. Registering as a limited company also gives a professional image to the company, it lends credibility which attracts customers and also investors.

The professional image contributes a lot to the company's success over time which helps to establish a good reputation and a well-known name in this business industry which people can trust. (Crail, Haskins and Watts, 2022)

3. Management of the company

Enes Erdzhan Mustafov – Owner

As the owner and CEO of the company, my responsibility is to provide strategic direction, setting the vision and establishing goals and objectives. With a deep passion for providing online coaching and helping out people to achieve their desired goals. Since the business is all about sharing my knowledge about nutrition and exercise, I will be the only person who works directly with the clients and makes their training/dieting programs.

With 5 years of experience in the fitness industry and nutritional knowledge, I will provide all of the Wellness Warriors clients with the needed information to achieve the desired body and accomplish their gym goals. According to Katzenbach (1997) in an effective management structure, one person cannot be good at everything, and it is better to find a person for each role required by the business because It contributes to different aspects towards the success and the sustainability of the business. New technology allows most new businesses to create a lot of things that are essential for free and online, but Wellness Warriors will pay professionals to deal with them.

3.1 Team Members and Services

Video Editor-

As most of the things will be done by the owner, Wellness Warriors will need to hire a video editor to create the workout exercises short clips that will be used by the customer when they subscribe and also to create videos for the social media platforms.

Website and Graphic Designer-

Hiring professional web designers and graphic artists significantly improves the online presence and branding of the business. These professionals are very good at creating attractive websites that are user-friendly, making them simple so they can be used by everyone with ease. This plays a huge role in the business because having a good-looking website creates a professional and positive image for the company which leads to more customers because the business looks more trustworthy that way (Kotler et al., 2019).

Accounting Services-

Using the services of an accounting professional is necessary to maintain accurate financial records which include recording transactions and tracking income and expenses. They can also assist in preparing and filling accurate tax returns and

calculating taxes owed which is a critical aspect of running a business. Accounting professionals can also help Wellness Warriors to set realistic goals by developing budgets according to historical financial data and identifying any potential risks that can happen in future projects (Davies and Crawford, 2011).

4. Target market and marketing strategies

The target market of Wellness Warriors will be young and even elderly people. The vision of the company is to make people feel good, be in great shape, eat healthy food and be disciplined.

4.1 Target Market

Wellness Warriors will operate entirely online which gives a big opportunity to work with clients all over the world, so the geographic boundaries won't be a problem. The target market is people who want to start eating healthy and be active in the gym to achieve the desired shape of their body. Therefore, males and females aged from 16 to 60 will be the target the company wants to attract. Getting in good shape is all about eating the right food and the exact amount of it plus hard training, so this gives opportunity to the company to work with all ages people.

4.2 Marketing Strategies

Engaging website and social media platforms will be the main marketing tools for Wellness Warriors to attract new clients to enrol in the program. Using online platforms will be the strategy that the company will use to spread the message and sell the services it provides.

5. Social media and Website to promote the services of Wellness Warriors

5.1 Engaging and Informative Website

Developing a professional website will play a crucial role in the business because there will be displayed all the information about the services that Wellness Warriors offers and people will be able to decide if it's the right thing for them. It will be mobile-friendly and easy to use

for everyone. To make it more interactive, the website will include free ideas for healthy meals including the macros and the calories of it, that can be accessed by everyone and a comment section will be available, where people who tried it can give feedback.

5.2 Social Media

All the social media platforms will be used to promote the services of Wellness Warriors. Instagram, Facebook, TikTok and YouTube will be used to upload high-quality video content such as: training, lifting weights, how to meal prep, fast and delicious meals to fit in the daily macros and all sorts of things related to fitness and dieting. These platforms give big opportunities for businesses to grow organically and reach new customers so Wellness Warriors will be using them, as an online business they will be necessary (Bajpai et al., 2012).

There are even more opportunities that social media gives to businesses, creating partnerships with influencers or brands to advertise the services on their platforms can also lead to a huge success and attract more clients to the business. There are a lot of influencers on the social media platforms who are creating content in the fitness niche, they will be paid a small commission to advertise the company and the services we provide through posting on their pages on the platforms.

6. ¹Evaluation of the business using SWOT analysis

¹⁰The SWOT Analysis is a widely used tool in businesses to evaluate the internal strengths and weaknesses, along with external opportunities and threats of a company. Internal factors are everything that the company has control over within the business (Strengths and Weaknesses) and external factors are those which the company has no control over them or just a little (Opportunities and Threats) (Sarsby, 2019). According to Leigh (2009) SWOT Analysis holds significant importance because it helps businesses to take informed decisions, understand what position they are in the market, it helps set realistic targets and avoid potential risks.

Strengths: refers to internal positive attributes of a company. Some examples are a skilled workforce, focus on providing quality service, expertise, and specialized knowledge.

Weaknesses: refers to internal negative aspects of a company. Some examples are lack of resources, limited market reach and lack of new technology.

Opportunities: refers to external factors that can be used by a company for an advantage in the market. Some examples are partnering with the community, market trends and technological advancement.

Threats: refers to external factors that affect negatively a company. Some examples are competition, economic downturns and negative publicity such as bad reviews. (Gretzky, 2010).

6.1 SWOT Analysis for Wellness Warriors

Strengths:

- Innovative Technology: The website of the company provides interactive workout videos and short clips of all the exercises and how to be performed correctly.
- One-to-one sessions with all the clients
- Creating personal training programs and diet plans

Weaknesses:

- Self-motivation challenges: As everything will be online some clients may not feel enough motivated during their workout because nobody will be there to help.

Opportunities:

- Partnerships: Collaborating with influencers and brands in the same niche with the potential to attract a lot of new clients.

Threats:

- Competition: After the COVID virus, online services are becoming more saturated, and the competition is bigger than ever.

7. Cash flow forecast for the first 12 months

Sources of financing will be personal and friends and family.

As it is a small online business a personal savings account will be used to fund the startup costs of the company. There will be no external borrowing and the money invested in the company will be £10,000 directly from the owner Enes Mustafaov.

Family and Friends would be the second source of funds which will be a small amount that it's going to be repaid later on (Barringer and Ireland, 2019).

Breakdown of Cashflow Forecast

First 8 months £300 will be paid for a Video Editor to create 2 videos for the online platforms, after 8 months the pay will be increased to £600 for additional 2 videos for more content.

Advertising will be paid to influencers, £300 for each influencer, £900 total every month for the first 7 months then more will be added to the team.

The accountant will be paid £150 monthly for the whole year.

Website Design is a one-time purchase which will be only for the first month.

Website Maintenance is £29 monthly for the domain.

Sales are coming only from Subscriptions which costs £100 per person for a month.

Cashflow Forecast for Wellness Warriors 2023-2024

	MONTHS											
	15 Jun23	Jul23	Aug23	Sep23	Oct23	Nov23	Dec23	Jan24	Feb24	Mar24	Apr24	May24
<u>Money in</u>												
Capital	£10,000											
Sales	£2,500	£3,000	£3,000	£3,500	£1,000	£1,000	£500	£10,000	£12,500	£11,000	£5,000	£5,000
<u>Money out</u>												
Video Editor	£300	£300	£300	£300	£300	£300	£300	£300	£600	£600	£600	£600
Advertising	£900	£900	£900	£900	£900	£900	£900	£1,200	£1,800	£1,800	£1,800	£1,800
Accountant	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150
Website Design	£650	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Website Maintenance	£29	£29	£29	£29	£29	£29	£29	£29	£29	£29	£29	£29
Income per month	£10,471	£1,621	£1,621	£2,121	£-379	£-379	£-879	£8,321	£9,921	£8,421	£2,421	£2,421
Total income per year	£45,702											

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