



BUSINESS PLAN

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GET STARTED



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1. Overview of the business idea, product and/or service.

"CreatingHealthy International Early Morning" is a morning club opening at 5 a.m. daily, providing a gym, childcare, and healthy products for weight loss and a balanced lifestyle.

2. Ownership, Legal format

Business Start-Up will be an LLC formed through free online registration, ensuring low costs and quick legal status, owned by licensed reps.

3. Management of the company

The Morning Club requires a full-time owner for management. An assistant manager handles daily operations and maintains quality in fitness and childcare.

4. SWOT Analysis

Opportunities in self-care, government support, and health partnerships are emerging. Merging environment and technology in the Morning Club is essential, but risks include uncertain state support and shifting demands.

5. A cash flow

The M Club aims to open with a £25,000 budget for renovations, equipment, and marketing, funded through personal funds, loans, or grants, with a focus on cost-effective planning.



OVERVIEW OF THE BUSINESS IDEA, PRODUCT AND/OR SERVICE.



The offering features products, a gym, and a children's corner. Focused on health-conscious individuals, it highlights "easy on the move simplicity" with smoothies and protein bars. The gym offers unique classes such as heated yoga, while the children's corner provides toy rentals for ages 0-12, targeting clientele aged 20-35, including fitness enthusiasts and young professionals. (Gjestvang et al.2022)



We provide unique products for gym clients, emphasizing "easy on the move simplicity" with smoothies and protein bars for health-conscious and pregnant individuals. Our gym features fitness classes, heated yoga, Pilates, and cardio, all in a friendly "small family gym" atmosphere with a children's corner for engaged kids. (Johnston et al.2022)

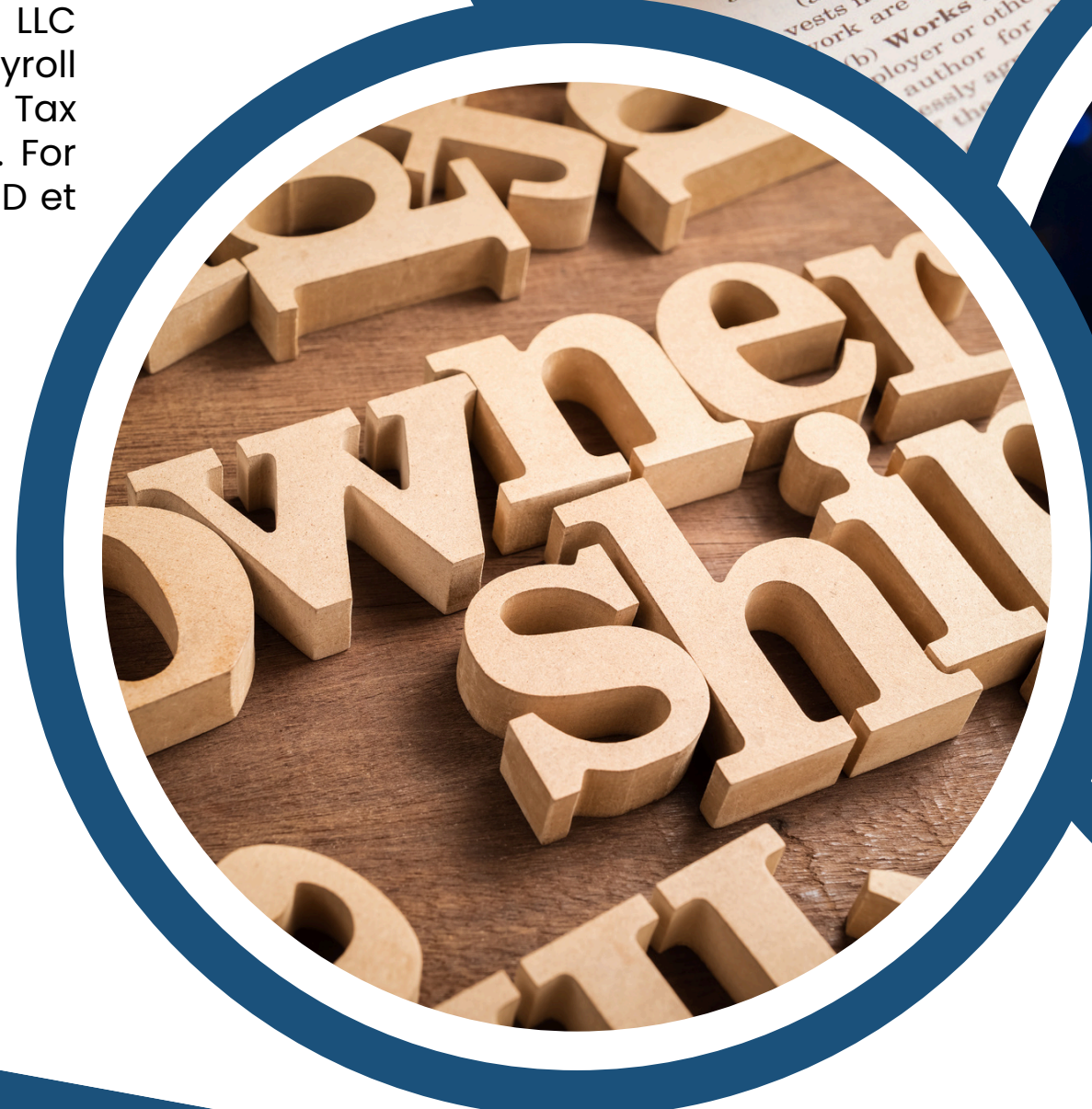


Our business is about providing a quality product/service. Our aim is to create a pleasant environment that can be enjoyed while improving your long-term health in cooperation with ourselves. We feel we can cater to all age groups, singles, families, friends, and adventurers. (Danda & Dileep, 2024)



OWNERSHIP, LEGAL FORMAT

To benefit from a payroll service, a start-up generally requires a minimum of fifteen employees, with the chosen structure influencing costs and compensation. Financial planning connects to the legal framework. An LLC using child care space must hire staff, which might involve zoning fees. Payroll services cater to owner-operated firms, offering franchise assistance. Tax prep costs vary, including bi-weekly payroll prep and year-end reports. For two-owner payrolls, costs align with the previous payroll period. (Jonk PhD et al., 2023)





MANAGEMENT OF THE COMPANY

The Morning Club will hire seven individuals, with the owner overseeing qualifications. Kitchen staff need food prep certification, while fitness services require certified instructors. Kids Korner employees must have CPR training. Attorneys manage operations, and accountants handle bookkeeping. Consultants will create handbooks. A licensed physical therapist or trainer is essential for personal training, with a nutritionist and certified adaptive fitness professional for children. A therapist or pediatrician will assess fitness impacts on child growth. (Law, 2023)(Brandt & Sowder, 2023)

SWOT ANALYSIS

S (Strengths) - Our strengths encompass industry-leading performance, a positive impact on success, and unique competitive advantages. Key attributes include well-known product offerings attracting specific customers, global and local brand recognition, extensive experience in product supply, proprietary software, and low rental costs. (Macheka et al., 2024)

Weaknesses in our business reveal areas for improvement to enhance competitiveness. High startup costs are a concern, especially with low mobile engagement from June to September, failing to cover initial expenses. Significant zero-day spa costs early on add pressure. Attracting morning club customers is challenging, and sustainable growth relies on a small customer base. Competition remains intense. (Melcher et al.2022)

Opportunities in self-care, government support, and health partnerships are emerging. Merging environment and technology in the Morning Club is crucial, yet risks include uncertain state support and shifting demands. (Barnett & Homany, 2022)



A CASH FLOW

INCOME

Income will stem from sales, classes, and a small shop, mainly through memberships with three-year and monthly plans: Individual, Concession, Corporate/Workplace, and Early Bird. We offer over twenty weekly 40-45 minute classes at £5 each, which include protein, water, and two fit points, focused on delivering high-quality classes at lower costs than competitors. (Prado et al.2022)

COSTS

Costs have been forecasted based on gyms in Edinburgh. First-year trading costs and one-off costs are in the appendices. The average monthly one-off cost is about £5,000, mainly for instructors. The appendices include projected costs, sales, forecasts, break-even data, cash flow, and net profit graphs. (Smyth et al., 2022)





THANK YOU

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