



BELLA GYM



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BMSW4006 July 2020

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Bella is the name of the Gym I own and this is a business plan. It is a road map that will guide to fitness business success, to build a good reputation in the community so people feel invited and welcome when visit the gym. Employees and owner work together for competitive prices, products and services. A high quality make people to pay extra. It is hard to create a sales forecast for a newly opened business because statistics should be at least one year old to show trends in customer spending.

As a owner I am a fitness instructor within recognised qualifications in fitness instruction and basic training in first aid and CPR.



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1. Setting a Mission Statement it,s the way of business strategy. A mission strategy define company goals in three important ways:

- what Bella Gym does for its customers-deliver excellence in fitness
- what Bella Gym does for its employees-an opportunity to succed in carier
- what Bella Gym does for its owner-a journey in fitness

A social goal of the gym is to help community through sponsorships of local sporting clubs and help schools through conducting sport lessons in the gym.

Financial goal is to increase the owner,s wealth and to minimise the westage of money on items or products that will not help gym grow .

Environmental goal is to achieve used of electricity efficiently minimise waste and disposing of the waste.

Starting up a gym as a owner benefit from training in general business and enterprise skills.

Relevant courses include:

- Free webinars from HM Revenue&Customs which cover topics such as business expenses,VAT,self-employment and becoming an employer
- The consumer Right Act 2015 is online course which cover consumers rights when they purchase goods or services,the time limits for consumer making claims under the Act and the limited rights of businesses to restrict their liability to consumer.
- GDPR Online Training that civer Data Protection Regulation
- Social Marketing Training ,which is free online and covered topics like building an online community of customerscreating social media profile,developing a social media strategy.

2.THE AIM of the business should set out how the mission statement is going to be achived.It should inform the stakeholder of the intention of the business.

The gym aim is to provide to people facilities and good environment to exercise in. The Gym aim is to provide gym equipment to people who can,t afford as well to help them achieve their fitness goals.

3.OBJECTIVES:Gym provide people with access to a range of exercise and fitness equipment and organised classes in activities such as aerobics,Zumba and spinning (indoor cycling).Will provide personal training services,sports massage and similar treatments,and access to a sauna and steam room.Typical exercise equipment provided by a gym includes cross and elliptical trainers,treadmills,rowing machines,exercise bikes,free weights and Swiss balls.

4.LEGAL IDENTITY :As a sole trader I am a person who sets up and owns my business.A sole trader has unlimited liability.As a sole trader the busines is owned entirely by me,grown by me and succeed or fails by me.

Pros of operating as a sole trader :

- a small amount of capital is required to start the business
- you are entitled to all the profits that are made by the business
- you do not have to answer to anyone else and can keep the control of the business
- there is little bureaucracy involved so changes can be made quickly
- you have less paperwork to deal with regarding legislation and tax

Cons of operating as a sole trader:

- business with greater access to funding may have an advantage over you
- you are solely responsible for any losses the business incurs,i.e.you have unlimited liability.There is no distinction between personal and businessputting your home and personal possessions at risk if you are unable to repay your debts.

5.DESCRPTION :Anyone running a gym needs an understanding of the health and fitness industry and market and legal responsibilities relating to facilities and equipment maintenance and customer health and safety.Level 3 certificates and Diplomas in Leisure Management for gym operators promote customer care and managing health ,safety and welfare,and optional units in topics such as marketing leisure services and supervising facility maintenance.

Rent an established gym premises don,t need any permission from local authority in the area the gym is located.To provide health and fitness facilities and healthy life style is a mission statement.

Gym face competition from the following sources:

- Local authority leisure centres
- Outdoor gyms typically located in public parks
- Hotel chains with gyms
- franchises

The UK has one of the highest levels of obese and overweight people in Europe.

We create healthy lifestyle ,quality of life,wellbeing.People of all gender between 18 to 60++ motivated to exercise more for health benefits are loyal customers.

1. What is your age?

[More Details](#)

18-30	5
30-40	5
40-50	1
50+	2



6.THE TARGET MARKET is a various number of people looking to lose weight through proper exercises and having excellent guide through their weight loss journey.The other target are people looking to gain muscle size as well as muscular strength.The other people can be women ,men and teens looking for cardio sessions with a qualified trainer.These sessions will be a combination of light weights,treadmills and bikes.The health benefits of regular exercise and physical activity prevent excess weight gain .Being active boosts high-density lipoprotein cholesterol and it decreases unhealthy triglycerides.Regular exercise help prevent or manage health problems including stoke,high blood pressure,diabetes,depression,anxiety,falls,arthritis.

Exercise improves mood .A gym session stimulates various brain chemicals that may leave you feeling happier ,more relaxed.

5. What is your expectation?

[More Details](#)

lose weight	3
healthy life style	12
Other	1



Exercises deliver oxygen and nutrients to the tissues and helps cardiovascular system work efficiently.

Regular physical activity can improve energy levels and increase the confidence about physical appearance.

The 4C,s of marketing mix sets out four crucial factors which can determine whether or not the marketing of a product or brand is successful. These are:

- 1 Customer wants and needs and what can we do to serve that need. This means a specific order of planning and production. First using market research to discover what audience wants or needs. Then, can we plan, produce and market the solution.
- 2 Cost - what is the total cost of the product to the customer.
- 3 Convenience - ensuring the product is available as conveniently as possible to each customer in the target audience without causing business harm.
- 4 Communication is about how will brand interact with customers. Advertising is an important part of this, but we also consider touchpoints such as social media messaging, in-store, automated marketing communication sequences and customer support helplines. Communication is not just about a brand communicates with its customers, it is also about what customer communicate to the brand, and how information is used.

Marketing mix is an important tool that comprises of all the elements which influence the demand for the product offered by the firm. It is a group of marketing variables that the firm combines and controls to produce the desired response in the target market.

7 PRICING STRATEGY .My business plan including a financial statements were approved by Lloyds Bank.

Business costs fall into 3 categories:

1. Fixed cost or overheads
2. Direct or variable costs
3. Capital costs

A fixed cost is an operating expense for a business that stays the same regardless of the level of goods or services produced. For example, rent will remain the same whether there are 50 or 100 customers monthly to the Gym.

Variable costs are expenses that vary in proportion to the volume of goods or services that business produces, they are costs that depending on the volume of activity.

Capital costs are fixed, one-time expenses incurred on the purchase of land, buildings, constructions, and equipment used in the production of goods or in rendering of services. These items are depreciated at about 25% each year.

In the world of financial accounting, a liability is an obligation or debt that a business acquires during operations. This should be settled by business whether it be through money, goods or services. E.g. - business loan.

Counting the cost of the Gym is an essential part of business plan. I need to know what money are coming into the business and what is going out, laying out Income Statements, Balance Sheet, and Cash Flow Statements.

Profit and loss statement looks at costs compared to sales. If sales are greater than costs then profit is achieved.

8-THE 7 P,s FOR MY BUSINESS:

marketing:product,place,price,promotion,people,process,physical environment.

- Product :the classes ,memberships .This is what Bella offere for sale .
- Place:the physical location of Bella and online presence.
- Price-the cost of what Bella provide
- Promotion:special offeres before Christmas
- People:4 fitness instructors,2 cleaners,one manager ,one account
- Process:16 hours for seven days Gym is opene.
- Physical environmental:4,000 squre feet ,office space,locker room,admin work,parking.



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What make Bella unique?

Set up gathering of data on customers online behaviour,tastes,and interactions with the brand.Bring all togheter in one system to create a single customer view.

Identify correlations between customer characteristics and the favourability of their responses to certain communications

Tailor communications accordingly.

From verbal feedback to online metrics, everything the customer says and does can teach the brand to communicate better to that customer and others like them.

The 4C,s of marketing communications was developed by theorists David Jobber and John Fahy as a tool for brand positioning. It is a useful tool for improving communications at both strategic and tactical levels. The four factors that make up the framework are as follows.

Clarity -keep communications simple ,focused and straightforward.

Credibility -from customer perspective brand communications must be credible. The subject matter, tone-of-voice and views indicated should align with customer perceptions and expectations of the brand.

Consistency

At the strategic level if all communications are clear, credible, consistent and competitive in ways to suit the brand strategic position ,the chance of a good reception from customers is certainly improved.

At the level of tactical implementation can be used to measure individual communications against the brand,s overarching policy. This is helpful when planning important communications, or for ongoing evaluation.

The promotion of the gym is crucial in influencing people to join and become members.

Advertising through the local newspapers with offers as coupons that can be used to enter as a quest for free or a discounted price. Sponsoring local sporting clubs bring people of all ages and give the business a good reputation for helping young people.

-Listing the gym in special directories such as:

- GymUser.co.uk which charges for an annual listing
- Gyms Near Me provide advertising costs on request

-Networking and building contacts such as personal trainers ,local sports clubs,sports goods retailers,GP practices and organisations such as Slimming World.

-Advertising in the hard copy and online versions of local business directories such as Yellow Page.

-Creating a Facebook business page

-Using Google My Business to edit and update the information about the business and to respond to customers reviews .

-Adding gym details and location to Apple Map which enable customers to find gyms near using devices such as Iphones,tablets,smart watches.



Offering discounted membership before and after the Christmas period.

Gym is large enough for changing and shower facilities, reception area, main fitness training room, additional rooms needed for exercise classes. CCTV cameras, alarm system, electronic internal door entry system ensure members safety. For access used magnetic card entry or a code.

Reception desk, customers lockers, drinking water fountains, shatter proof mirrors are found inside



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the gym.

9- HUMAN RESOURCES: Hiring a manager HR, one accountant, 2 cleaners and 4 gym instructors. I advertised the vacancies through different channels: job websites, social media, local newspaper and job centre. Qualified health and fitness instructors have been recruited by advertising on websites www.leisurejob.com and www.4leisurerecruitment.co.uk.

Key task for job: skills, necessary qualification and experience for the role, no criminal record-DBS.

My qualification as Gym operators is Level 3 Certificates and Diplomas in Leisure Management which provide topics as promoting customer care and managing health, safety and welfare.

Fitness instructors hold recognised qualifications in fitness instruction and basic training in first aid and CPR.

Employer's requirements: respect national minimum wage

-legal right to work in UK

-DBS

-employers liability insurance

-Written statement of employment

-registering as an employer-HM Revenue and Customs

-automatically enrol your staff into a workplace pension scheme

It is a criminal offence to employ a person with no immigration authorisation to work in the UK.

No discrimination for race,gender,disability,age,sexual orientation or religion.

All staff hire full time by contract exceptions are manager and the accountant who are part time.

Gym members have a legal contract when they join the gym.Under the Consumer Contracts Regulations 2013 gym must provide a pre-contract information ,including details of pricing,payment and cancellation terms.Gymmembership fees are collected by monthly direct debit.

To make a difference from my competitors anyone applying for gym membership with a 14-day cooling-off period,during which time they can cancel the contract without incurring a charge.

To comply with the Data Protection Act 2018 and the General Data Protection Regulation any personally identifiable information or data about members or staff are stored securely and used only for the lawful purpose for which it was collected.

The commercial property website-MOVEOUT -offer space for rent for price between 7000 and 12000 per annum.

Gym has 200 members with contract for 1 year payed by direct debit.

Opening my Gym with modern ,new equipment tells everyone that I am sincere in providing the best possible training experience for them and I am committed to having fitness facility to use for years to come.A Gym specialist is able to provide the right equipment at the right deal.Complete Package Purchasing allow to take advantage of bulk discounted pricing .Direct Pay is the least expensive way to pay for equipment.No monthly payments and interest rates.It take few months to be manufactured and delivered.

10.THE LOCATION of the gym is on main road with good Social and parking facilities .This will attract

people to join.



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	April	May	June	July	August	September	October	November	December	January	February	March	Total
Income													0
Income	8,000	12,000	9,600	8,400	8,000	12,000	12,600	11,600	12,400	12,800	12,200	12,800	132,400
Other Income	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Capital Introduced	30,000												30,000
Loans	60,000												60,000
Grants													0
													0
Total Income	99,000	13,000	10,600	9,400	9,000	13,000	13,600	12,600	13,400	13,800	13,200	13,800	234,400
Expenditure													
Purchases	70,000												70,000
Sub-Contractors													0
Wages/Salaries	4,960	4,910	4,870	4,780	4,768	4,830	4,870	4,860	4,950	4,960	4,860	4,870	58,488
Employers NI													0
Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Business Rates													0
Water Rates	58	58	58	58	58	58	58	58	58	58	58	58	696
Heat/Light/Fuel	250	259	100	100	100	100	250	250	250	250	250	250	2,409
Telephones	50	50	50	50	50	50	50	50	50	50	50	50	600
Maintenance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Advert. & Promotion	10	10	10	10	10	10	10	10	10	10	10	10	120
Printing/Stationery													0
Waste	45	45	45	45	45	45	45	45	45	45	45	45	540
Travel Expenses													0
Insurances	20	20	20	20	20	20	20	20	20	20	20	20	240
Leasing Payments													0
Loan Repayments	1,153	1,153	1,153	1,153	1,153	1,153	1,153	1,153	1,153	1,153	1,153	1,153	13,836
Charges & Interest													0
Professional Fees													0
Training Costs													0
Capital Expenditure													0
Cleaning	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Drawings													0
Class 2 NI													0
													0
													0
Total Expenditure	77,746	7,705	7,506	7,416	7,404	7,466	7,656	7,646	7,736	7,746	7,646	7,656	161,329
Net Inflow/Outflow	21,254	5,295	3,094	1,984	1,596	5,534	5,944	4,954	5,664	6,054	5,554	6,144	73,071
Opening Balance		21,254	26,549	29,643	31,627	33,223	38,757	44,701	49,655	55,319	61,373	66,927	
Closing Balance	21,254	26,549	29,643	31,627	33,223	38,757	44,701	49,655	55,319	61,373	66,927	73,071	

Bank loans is £60,000 for 60 months, an interest rate of 5.76 % p.a (fixed),so I will repay £69.197 in total. Monthly loan repayments is £1,153.

Personal saving £30,000 .

Gym equipment cost 70,000 for an average gym space of 4,000 square feet.The most common types of cardio machine;treadmills,exercise bike,rowing machine ,cross trainers ,dumbbells, kettlebells.A typical budget for gym equipment includes:

- treadmills-around £3000
- exercise bike from £300 to £6000 each
- cross trainers from £2000 to £4000
- elliptical trainers from £900 to £9000.

An online search reveals a suitable gym location for rent which need no work to do.

Start-up cost depending on facility. The basic cost can range to £50,000.It is impossible an accurate estimation.

Facility cost is essential, being located next to a health market. It is include shower, CCTV ,no needs redecorating. Lights in and music turned up eats lot of electricity and water.

Gym equipment for this commercial space cost enough to provide every person has a machine.

Employees salary -2 trainers full time payed £8,50/hour

- 2 trainers part time who are paying to the gym £500 monthly
- 2 cleaners full time on minimum wage.
- one accountant part time
- HR manager part time

Business insurance in place to cover general liability, theft, worker's compensation, and property casualty insurance.

Monthly membership is £40.Can vary the number of customers over the year.Every New Year brings new members join in January.

SWOT ANALYSIS

-STRENGTHS.- Spacious location

- Facilities
- New equipment
- High qualified trainers
- Low monthly membership

WEAKNESS. -underestimation of competition.

OPPORTUNITIES-growing demand for fitness

-value- added services .The gym does not provide only fitness, it added services like nutrition advice from specialist.

THREATS -Competition

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