



MY FUTURE DEVELOPMENT PLAN

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MODULE: ACADEMIC
AND EMPLOYABILITY SKILLS

MODULE CODE: BMSW 4001

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POR DE BRAS CLUB SYSTEM

- ✓ Company description and mission statement.
- ✓ Personal goals.
- ✓ Personal characteristics and skills.
- ✓ SWOT analysis.
- ✓ Action plan.
- ✓ Key to success.
- ✓ References

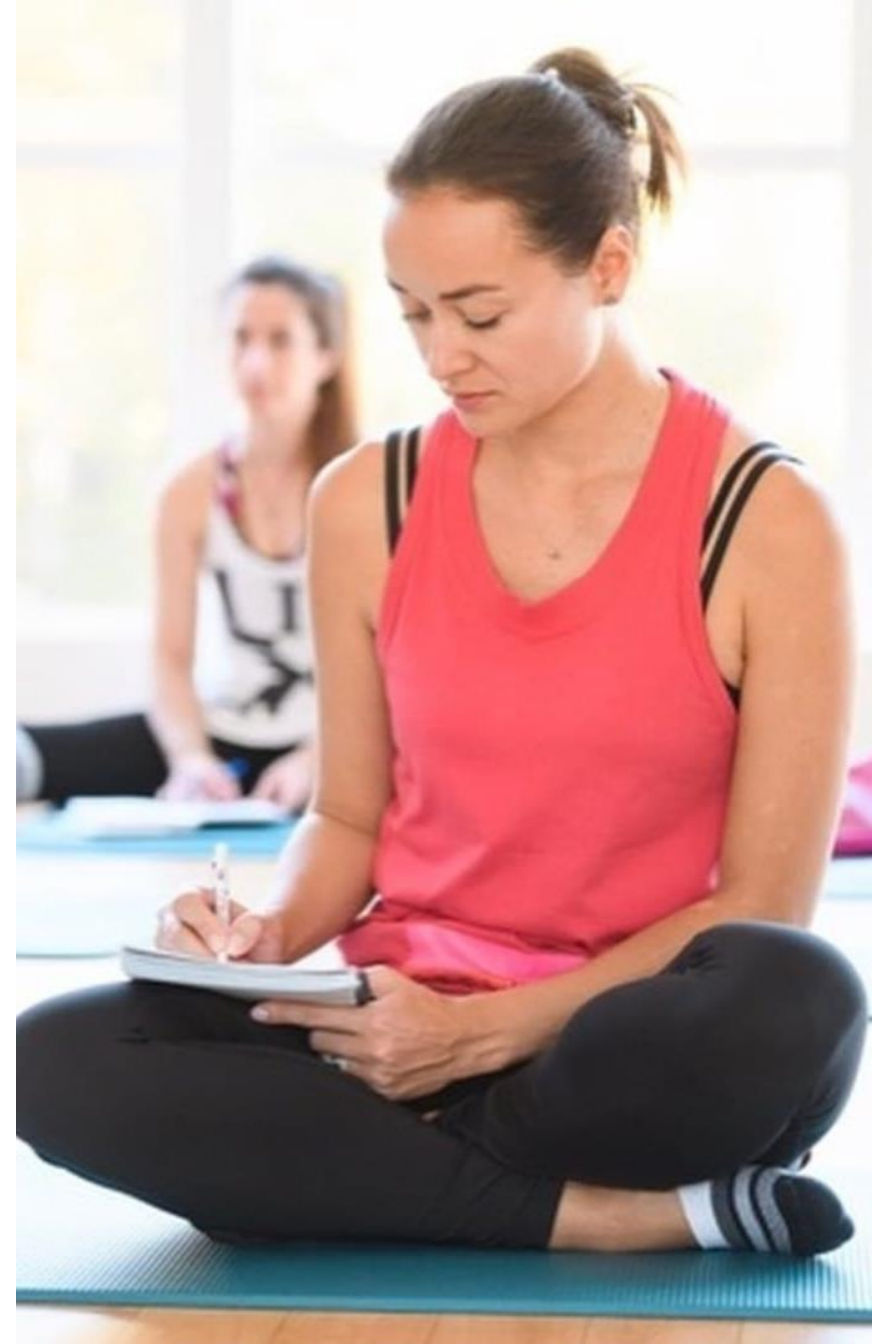


COMPANY DESCRIPTION AND MISSION STATEMENT.

- ✓ Port De Bras - fitness the direction that is based on includes ballet and choreographic movements with elements of yoga, pilates and stretch marks.
- ✓ The direction of the port de bras created by Vladimir Snezhik - choreographer.
- ✓ Author developed the methodology in 2005 and presented it in Russia and Europe.
- ✓ Offered as restorative and rehabilitative employment or training, including for back training. Develops on joint mobility, strength and flexibility of muscles. Skills and movement technique. The possibility of movement in harmony.

PERSONAL GOALS

- ✓ Opening of the studio Port de Bras.
- ✓ Career improvement.
- ✓ Nice to see the result when people become healthy, joyful and beautiful.
- ✓ There is an opportunity to constantly maintain your own fitness.
- ✓ A good specialist will eventually form his own clients networks, which ensures financial well - being.



PERSONAL CHARACTERISTICS AND SKILLS.

- ✓ A calm and approachable manner.
- ✓ The ability to lead a large class of students.
- ✓ Great communication skills.
- ✓ In depth knowledge of the human body and biomechanics through personal experience.
- ✓ An excellent level of personal fitness, strength and flexibility.
- ✓ An empathetic nature and a desire to help others.
- ✓ A love of teaching.

SWOT ANALYSIS

Strength	Weaknesses
Favorable locaion.	Insufficient financial potential.
High quality of services.	There isn't reputation of customers.
Affordable prices.	Lack of business experience.
Flexible training.	Lack of a customer base.
High level of related services.	Time managment.



Opportunities.

- ✓ Low competition.
- ✓ The ability to develop and increase the volume of services provided.

Threats.

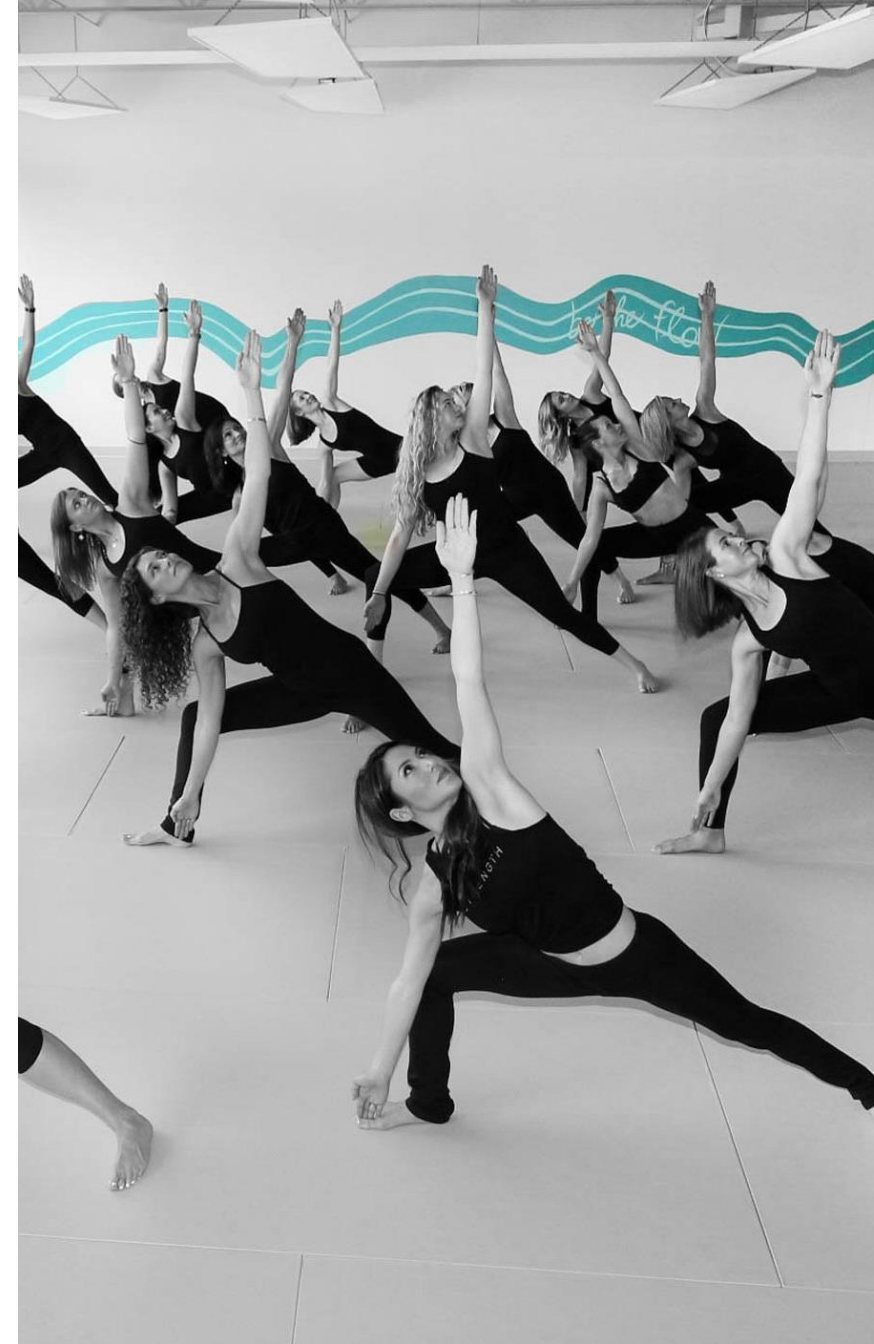
- ✓ The probability of an increase in expenses due to an increase in rent.
- ✓ The necessity of buying specialized equipment and materials abroad.
- ✓ The possibility of new competitors.

ACTION PLAN.

- ✓ Create a business plan
 - ✓ Create a business structure
 - ✓ Find a space that's right for you
 - ✓ Hire the right people
 - ✓ Create an interesting program
 - ✓ Pricing
 - ✓ Branding your studio
 - ✓ Marketing
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KEY TO SUCCESS

- ✓ Every customers who comes in once should want to return and recommend us.
- ✓ Improving my professional qualities.
- ✓ Participation in various fitness conventions and workshops.
- ✓ Full utilisation of talents on the job enthusiasm, full engagement at work.



REFERENCES.

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