

GYM PRESENTATION

by Amina Kaneez

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AK Fitness Ltd

BUSINESS PLAN

6

Module Name and Code: Enterprise
and Entrepreneurship LCLM4006

Lecturer's Name: Dr Lan Dang

Your Name: Amina Kaneez

Student ID Number: 2129708

Group: Group 4

Business/Industry Name: AK Fitness Ltd

01

BUSINESS
OVERVIEW

02

LEGAL
FORMAT

03

MANAGEMENT
TEAM

04

CUSTOMER
TARGET

05

MARKETING
STRATEGIES

06

INDUSTRY &
COMPETITOR
PLAN

07

FINANCIAL
PLAN



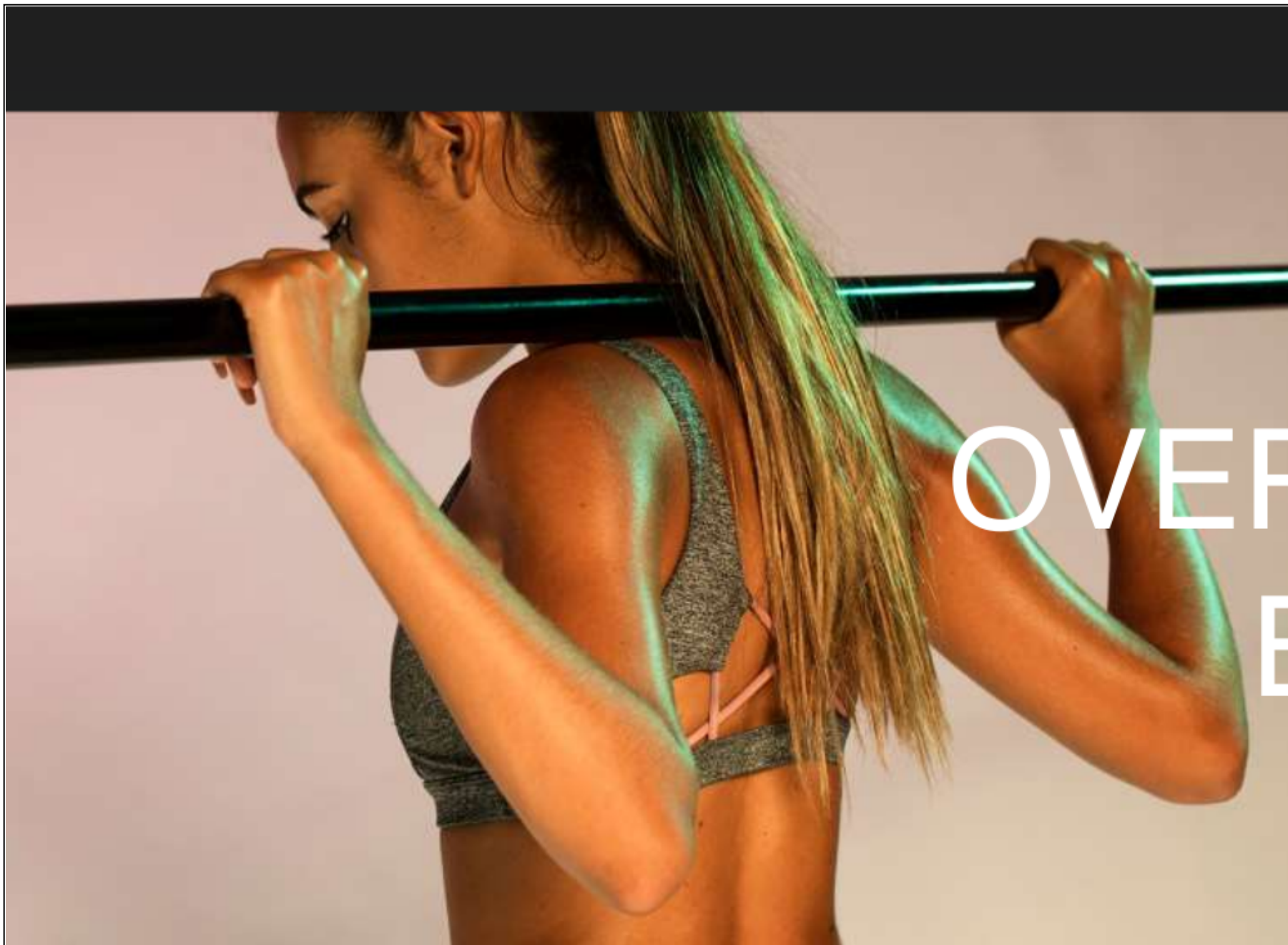


AMINA KANEEZ

Director & Personal Trainer

I am an Asian British fitness expert, certified nutritionist & hold a black belt in kickboxing from Eagle Kickboxing Academy .

I hold 10 years experience in gym fitness training as I have been doing one to one and group fitness classes. I feel I am ready to lead a womens only gym to grow its reputation and attract more customers for womens safety and healthcare.



01 OVERVIEW



Product & services

Fitness gym, Private one to one sessions, Zumba Classes, sauna, shower/changing room, cafeteria & much more.....

Unique Value

You get what you pay for - Women Only & Women Staff

Mission

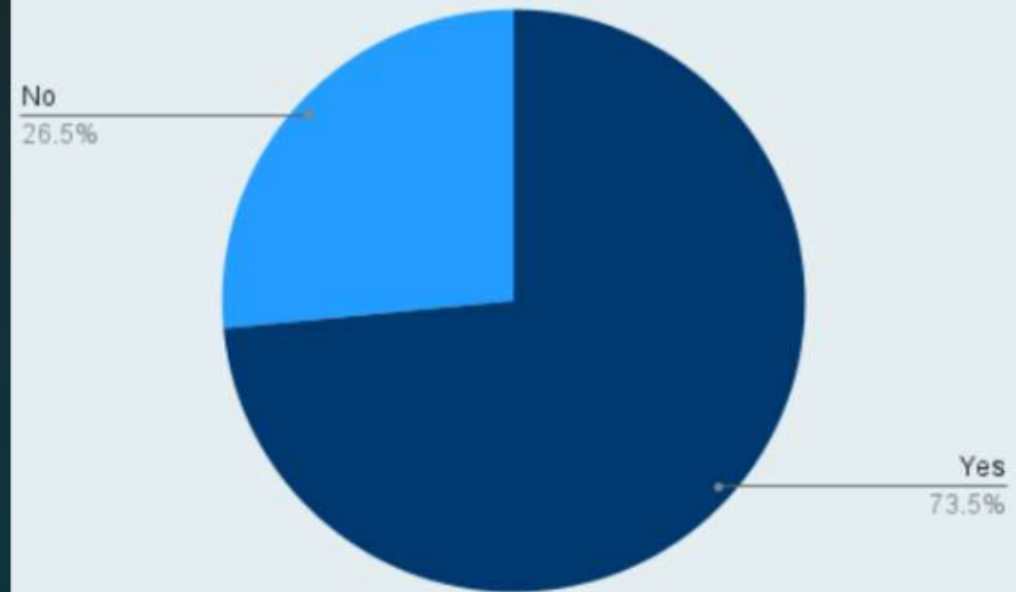
Our goal is to help you reach your GOAL
Women safety & Health care

WHY?

- ² Almost 3/4 of Women Have Been Made to Feel Uncomfortable in a Public Gym
- ² 73% of women think women's only gyms are necessary
- 64% of women feel more safe exercising at home compared to a public gym
- women experienced Staring (91%) & inappropriate comments (46%).

(Bourque, J. Registered Holistic Nutritionist 2023)

Have you ever been made to feel uncomfortable by other gym users while using a public gym?



LEGAL FORMAT

02

ADVANTAGES

LIMITED COMPANY

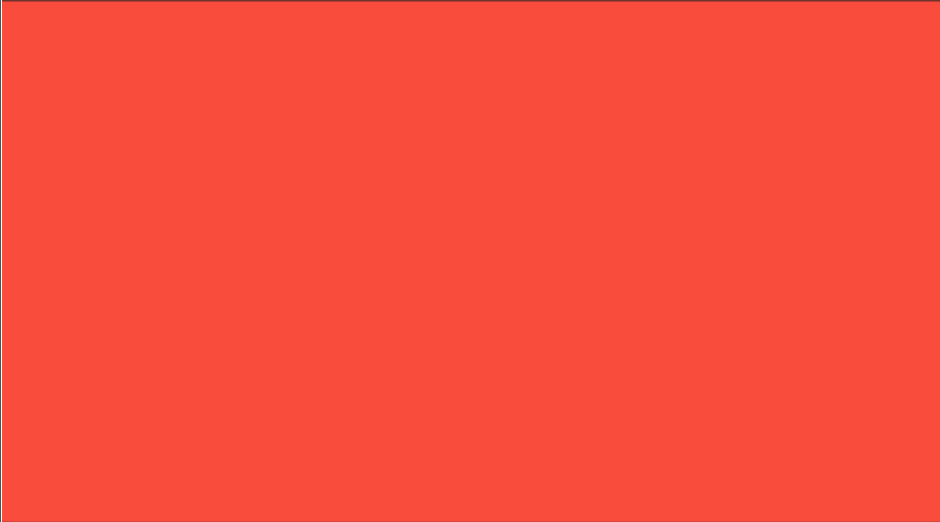
The personal assets & personal finance of shareholders remain protected.

The directors can keep their income level below the higher bands to have tax efficiency. They will invest the money back into the business or share it out with shareholders.

Reputation of business can be built with customers

DISADVANTAGES

1. Withdrawal of money from the company can be difficult
2. Higher taxes than sole traders
3. More government rules and regulations
4. More costs for paperwork to setup and maintain



MANAGEMENT

03

OUR TEAM



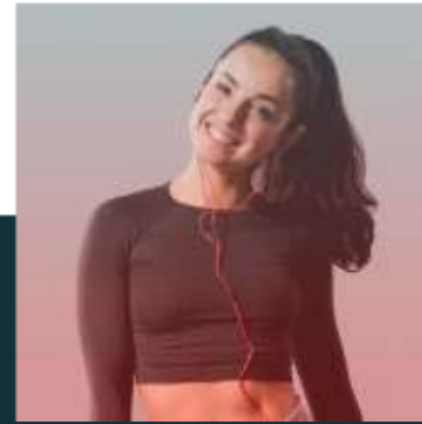
Amina, 35

Director with 10years
experience in gym fitness



Sanam, 24

Marketing & social media control
6years experince



JENNA, 34

Trainer 8years experience



CORE EMPLOYEE



RECEPTIONIST

ANGIE CLOSET
1 Year Experience

PERSONAL TRAINER

CHRIS FRETAG 35
8 years Experience



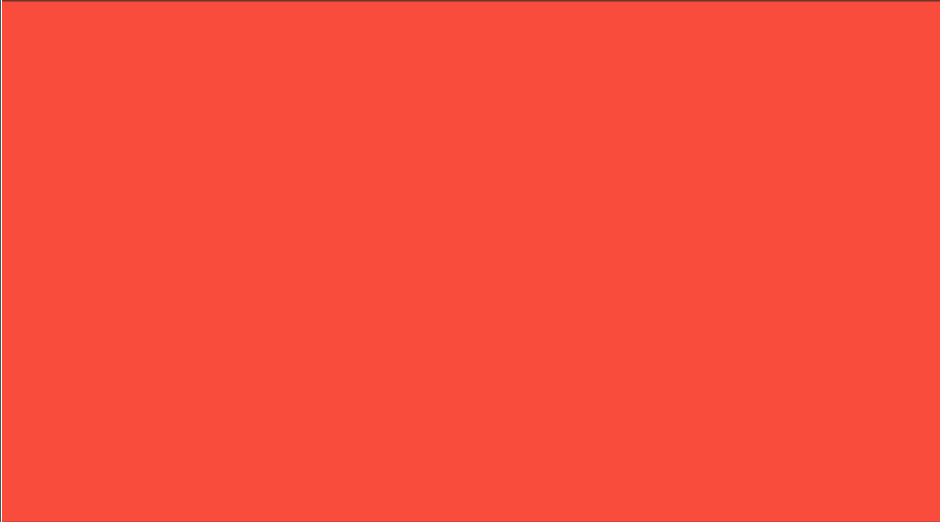
Chris Freytag 19/03/2016

CLEANER 1 & 2

Rani & Qaswa

EXTERNAL SERVICES

Accounting Services
Technical Services



Customer Target 04

TARGET

£25.99

Monthly joining cost

GENDER Female

AGE 16 - 75

Location Birmingham

Level of income Medium High

Lifestyle

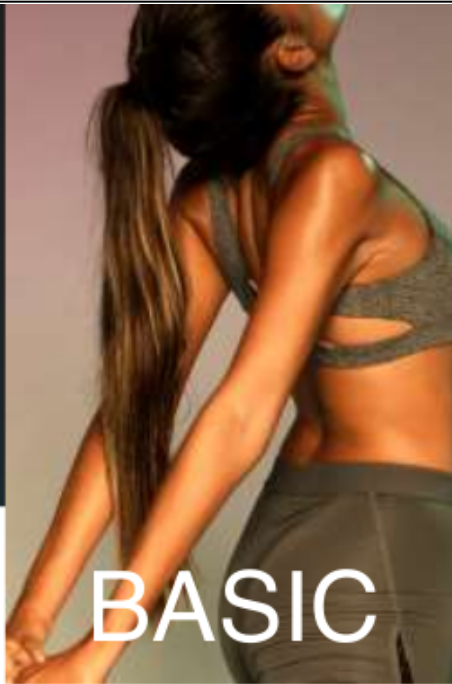




MARKETING STRATEGIES

05

OUR PLANS



BASIC

- Trainers to support & guide

£25.99



PRO

- Personal trainer allocated
- Body toning or Weight loss
- Diet plan

£45.99



PREMIUM

- Private one to one sessions
- Personalised to your needs and timing
- Diet plan personalised

£65.99



MARKETING AND SOCIAL MEDIA

E-MAIL

CONTACTING ALL MY
PREVIOUS CUSTOMERS
& FRIENDS

SOCIAL
MEDIA

PLATFORMS
INSTAGRAM, TIKTOK,
YOUTUBE,



POSTERS/
BILLBOARDS

POSTERS IN
INSTITUTIONS LADIES
ONLY EVENTS & NEAR
BY LOCATIONS COST
DEPENDS ON AREA.

LOYALTY &
PROMOTIONS

STUDENT DISCOUNTS
MOTHER & CHILD
NHS STAFF
AND REFERRING A FRIEND
ALL GET 10% OFF



INDUSTRY & COMPETITORS RS 06

THE GYM INDUSTRY



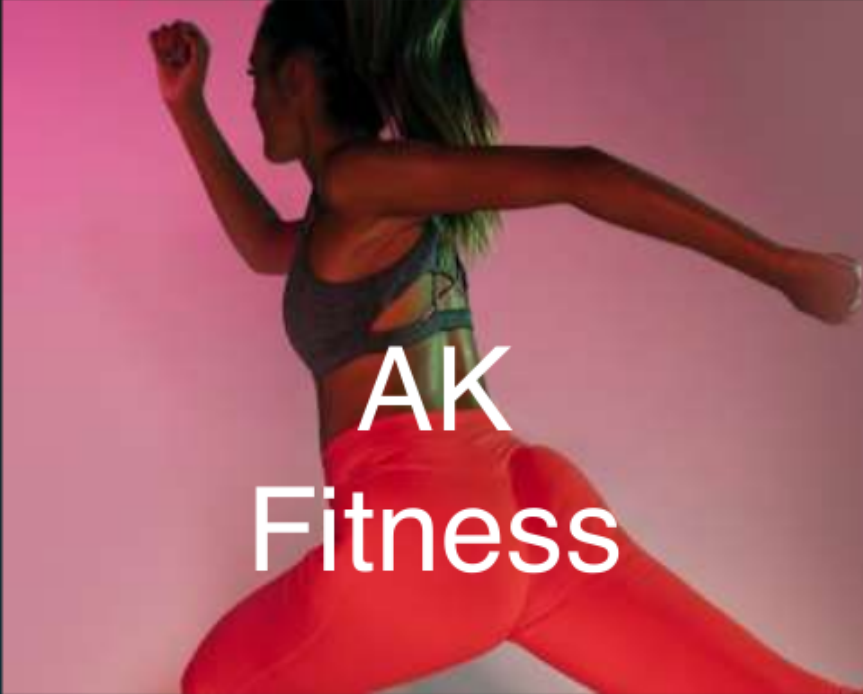
Gyms have become more and more popular since covid 19, people have started eating healthier and want to take care of their wellbeing including investing on memberships for gyms. It is stated that more than half of UK population exercise once in a week, 3 quarters of the population believe health is more important since covid 19, women think they are unhealthier than men and they feel regular fatigue 12% more compared to men, (pure gym, 2022).

THEM VS. US

A woman with long blonde hair in a red leotard is in a starting crouch on a light blue floor against a light blue background.

JD GYM (1)

Non-female-only areas
Overcrowded
No childcare facilities

A woman with long blonde hair in a red leotard is in a dynamic pose, with one leg extended back and arms out, against a light blue background.

AK Fitness

Female only gym with female
only instructor
Not overcrowded
Creche facilities

THEM VS. US

NUFFIELD HEALTH FITNESS & WELLBEING GYM (2)

£76 Monthly too pricey
18+ Age Restriction
NON-FEMALE ONLY AREA

AK Fitness

£25.99 MONTHLY
16+
FEMALE ONLY



COMPETITORS



DIRECT

GYMS IN
BIRMINGHAM

THERE ARE OVER
50 GYMS JOINED
WITH HUSSLE
ONLINE BUT THERE
ARE NO WOMEN
ONLY GYMS IN
BIRMINGHAM

INDIRECT

APPS &
ONLINE
PLATFORMS
THERE ARE MANY
PHONE APPS,
DEVICES AND
PLATFORMS LIKE
YOUTUBE AND
INFLUCERS

FUTURE

ROBOTS

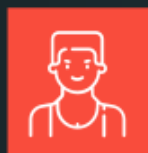
THE ONLY THING
IN THE FUTURE
THREATS MY
BUSINESS IS
ROBOTS



FUNDING OF

FUNDS DISTRIBUTION

FUNDING
Self-Funding 100K



Grants

Innovation
Crown-Funding

Loans
Banks



Plans/ Cost Structure

Renting
Insurance
Equipment
Staff Salary
£300,000

Reference

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8
Powerpoint slide template available at: <https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

Some of the pictures are from the slide

GYM PRESENTATION

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