

GYM MEMBERSHIP

Experience in the Gym

- **Fitness Programs:**

- **Aerobics & Strength Zones** with **skilled** trainers

- **Variety of Training and Equipment:**

- Classes include **Aerobics, Swimming, Yoga** for all ages
 - Access to a wide range of equipment including **dumbbells and springs**
 - Fully equipped areas for the best individual fitness experience

- **Membership Benefits and Courses:**

- **Personalized training, nutritional guidance**, and engaging **live workshops**
 - Explore a diverse range of fitness classes **led by professional trainers** and **designed to meet your individual needs**

- **Online Mobile APP integration:**

- Offer **scheduling, class reservations**
 - Access to the online *exclusive* **materials**
 - Enable **virtual class access** and **progress tracking**

List of Services

- **Fitness Classes:**

- Aerobics, strength training, and specialized lessons led by certified trainers
 - Yoga classes and personalized one-on-one training available online

- **Nutritional Guidance and Healthcare:**

- Access to virtual nutritionists for personalized meal plans
 - Regular live workshops focusing on mental wellness, injury prevention, and lifestyle improvements

- **Digital Resources and Support:**

- Access to digital materials and exercise videos for various levels
 - Mobile app integration for easy scheduling, class reservations, and progress tracking

Financial Aspect:

Revenue:

Item	Description
Membership fee	Members paid for access to physical facilities
Course Fee	Members paid for the special classes
Subscription Fee	Income for exclusive digital materials and specialized course fees
Sale of Products	Sales revenue from equipments, drinks, and snacks

- Total Revenue:

Total Revenue = Membership Fee + Subscription Fee + Course Fee + Sale of Products

- Average Monthly Revenue:

$$\text{Average Monthly Revenue} = \frac{\text{Total Revenue}}{\text{Number of Months}}$$

Cost (*SHORT-RUN*):

- Fixed Cost:

- Rent for places
- Staff wages
- Technology infrastructure (Mobile APP development)

- Variable costs:

- Equipment maintenance
- Mobile APP upgrades
- Content creation

- Total Cost:

$$\text{Total Cost} = \text{Fixed Cost} + \text{Variable Cost}$$

- Cost per Member: (Evaluate the average cost for each member)

$$\text{Cost per Member} = \frac{\text{Total Cost}}{\text{Number of Members}}$$

- Break-Even Point: (Determine the point where total revenue equals total costs)

$$\text{Break-Even Point} = \frac{\text{Fixed Costs}}{\text{Average Revenue per Member} - \text{Variable Costs per Member}}$$

- Profit Margin:

$$\text{Profit Margin} = \frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Revenue}} \times 100$$

Strategic Revenues & Fund Utilization:

- To expand physical facilities, improve staff quality
- For advertisement, budget for innovation
- Encourage the creation of online resources and improve the online platform