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Business Plan
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Max Fit

Max Fit offers health, fitness and happiness to all consumers. Max Fit is an innovative fitness and health application that offers holistic solutions for maintaining good health. Max Fit isn't like any other fitness or health application on the market. Not only does this application offer custom circuit routines for consumers but sends daily health and fitness articles, provide beautification tips and motivational messages or quotes. This application offer programs for overall wellness and caters to females. Max Fit shares the most recent research development with their consumers. Before Max Fit consumers had to download more than one application to track their calories, goals, provide workouts and recipes. Not only does Max Fit focus on physical attributes of fitness, but motivates their consumers to achieve an overall life of good health. Users may take advantage of the unique tools offered and personalize their workouts based on body type, condition of health, fitness level and include any physical limitations so that modifications are available upon request. What's most unique about this application? The personal touch users have with their virtual trainers and nutrition counselors. Users also have the opportunity to schedule private consultations with trainers in their area. Users may also transfer data to their phones or watches. Once the consumers authorizes for their data to be shared, the application can also be shared with others such as physicians, personal trainers and coaches.

Currently, there are about 50 fitness or health applications on the market but only 10 are most used. Some are MyFitnessPal, Fooducate, FitOrBit, Nature's Box, Map-

MyFitness, and Daily Burn. Each application specializes in a few services, but none provide a systematic approach for holistic living. Health and fitness is a lucrative business. However, products eventually become the same. But not Max Fit, this application thinks about the whole person. Programs available from adolescents to senior citizens. This application will be very economical for many middle class families, single parents and young adults. Max Fit will use real life scenarios in our commercials and marketing materials. Max Fit will be featured at charity races, sports and recreation facilities, gyms, rehabilitation centers, public and private sectors. Max Fit has three goals for every consumer. Those three goals are to provide plans to help users achieve their goals, discover new methods of training and learn ways to manage their time. Max Fit plans to sell their product at local games which can be at middle and high schools or at professional arenas and stadiums. Max Fit plans to be a sponsor of the Olympics and have a college fund for female high school graduates. Max Fit will donate proceeds to Make A Wish and St. Jude each time a consumer purchases the software or download the application. Max Fit projects that this will be a \$40,000. Max Fit seeks to employ a numerous amount of people worldwide and open up warehouses where people can workout for free, but must make donations to workout. Donations from the warehouses will go to the college fund. Max Fit has the potential to be featured at every tournament and meet on a worldwide bases. Max Fit endorses empowerment of women, and seeks to sponsor locals and non locals. Max Fit is a firm believer in servanthood and will launch new services to help unprivileged children and youth.