

### Business Outline

Business Name: Infinity Hot

Business Address: 2000 East Century St.

Phone Number: (469)-400-0140

Business Email: infinityhot@hotmail.com

**Business Description:** Infinity Hot is a sole proprietorship that offers a full body sweat experience. It integrates a sauna into all of its pilates, yoga and cycling classes for customers looking to get their sweat on! Infinity Hot offers high end equipment and hires trained instructors, who know how to motivate and customize their classes solely for the customer's body! This company fills the niche in the market serving women of all ages, a comfortable space to workout without any expectations!

### **Business Goals**

- To build a community based business that strives to promote healthy lifestyles.
- To increase our membership to 100 members.
- To increase our social media following all platforms by offering promotion based gift certificates if members will tag us on social media when they come to class.
- To earn the Best Hot Studio award in the Highland Park area.
- To empower women to workout and feel safe in our women's only designated studio.
- To encourage a life of good health and fitness in our members.

**Products or Services offered:** Hot Pilates, Hot Yoga, Hot Cycling

**Strategy to sell your products or service** Infinity Hot will promote its services through partnerships with established businesses such as Bright Bowls. This business will help us advertise towards women, who like to feel refreshed and rejuvenated after a workout, with a delicious smoothie or acai bowl. We also do profit shares with sororities within the Dallas area that will help attract young women as new customers. Profit shares will include social media promotion on platforms such as Facebook, Snapchat and Instagram that do not cost anything for the business.

**Market Target:** Infinity Hot's ideal customer is a woman, who has a passion for physical fitness, or wants to begin her fitness journey. Given the importance of exercise and physical activity on society's mental health, Infinity Hot's main goal is to empower women through the establishment of this studio.