

CONFIDENTIAL

On-Track Fitness

Strength and Fitness center, targeting an aging population
in rural Southern Ontario

71 Edwin Street



BUSINESS DEVELOPMENT PLAN

Prepared: January 2018

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Executive Summary

On-Track Fitness is a boutique gym located in Meaford, Ontario. Set to open in February 2019, OTF targets an older generation of clients who are aged 50 to 84 years old. We will mainly focus on adults located in Meaford but also extend our reach to the surrounding municipality and small town of Thornbury. The fitness industry is worth a lot of money and is only going to increase. The baby boomer generation is also approaching the ages of 50 to 60 which creates a niche for a fitness market. We intend to compete with large franchises like YMCA, which has a facility in Owen Sound, by being close and convenient to our clients while offering personalized services for them to experience. OTF focuses on keeping clients healthy and happy and we want to work with our clients to help them achieve their goals.

INTRODUCTION

On-Track Fitness will target older generations from 50 to 75. This facility will be a center where older people can come and seek out personal training so that they don't try to get back into the fitness routines that they used to do and hurt themselves. With the massive fitness push in the last few years, people of all ages are getting up and working out. The YMCA franchise is similar to this model as they already have facilities up all over Ontario where they hold classes and have trainers that are personalized to whoever they are working with. My model is different because it targets older people directly and is a small enough business to focus on the clients and be very personal. It also has a focus on classes rather than just unguided free space.

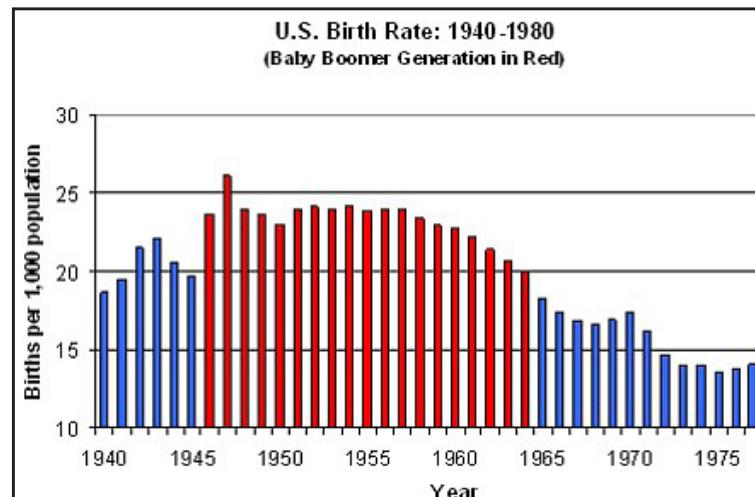
OTF's main focus on keeping people safe and healthy. One in three adults over the age of 65 take a fall every year and this should not seen as a part of aging. These falls can cause anxiety in one's own home, a minor or a major injury due to the fall, and even hospitalization. Most of these falls are preventable. By working on building strength, endurance, balance, and gait, people can reduce the number of falls and improve living conditions later in life. As you get older, it becomes more and more difficult to build muscle and even basic strength. Exercising even just half an hour a day can be enough to prevent bone mass loss, boost overall mood and self-confidence, lower risk of getting diseases like heart disease, diabetes, and high blood pressure.

OTF will be classified as a training facility as it is not just an open gym for anyone to come and train at. Our main clientele is anyone from aged 50 to 84 years old. We will rely on them to seek the health benefits that properly guided exercise can have on the human body, as opposed to the myths where older people cannot work out because they will hurt themselves

Population and Location Demographics

Population demographics have been showing that the large baby boomer age group is entering their 50s and 60s which means this is a good group to target. People in this age group tend to have steady jobs, a good source of income, and their kids have moved out by this point. In a few years, they may be able to retire and they will be looking for some way to occupy their time.

The popular trend now is to get in shape and when you have a decent amount of spare time, this could become a reality. This generation has a tendency to favor a certain place or facility if they believe that the customer service is good and that they have been treated fairly.



Location

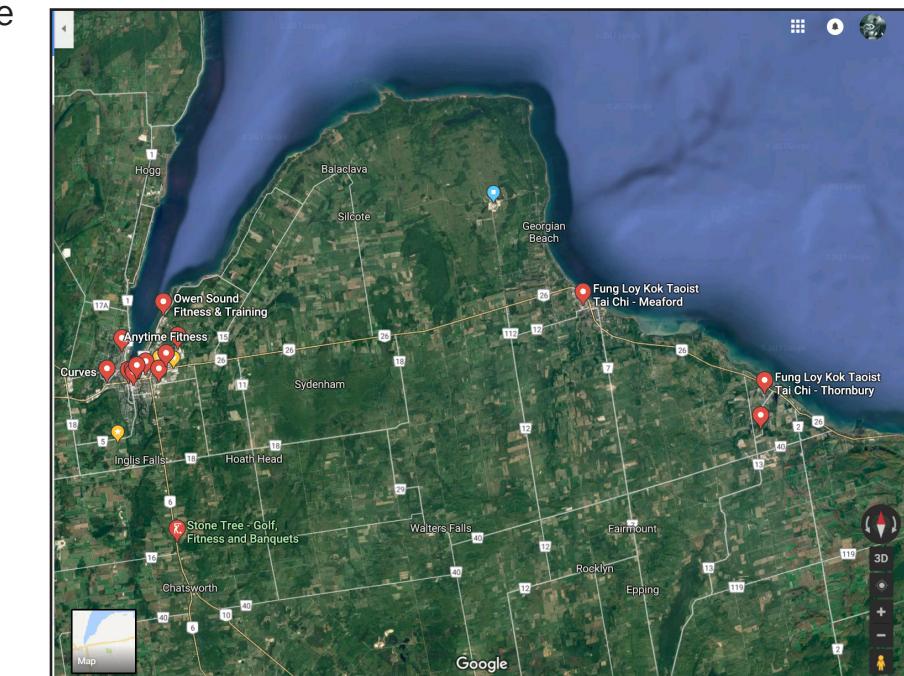
The location I have chosen for this facility is Meaford, Ontario. Meaford is a small town in Grey Bruce County and has a population of just under 11,000. It sports an older population due to it being a popular retirement spot.

The average age is 48 years old with a median age of 53. Most of the population is contained between



50 and 84 years old. The town is primarily English speaking with 4,740 people out of 4,815 people speaking English as their first language. It is a fairly low income town with the median income being \$28,698 in 2015.

Being a small town, they do not have a fitness center closer than a 14 minute drive to the military base or a half an hour drive to Owen Sound's various centers. By placing a fitness center in town, many people could walk to it and it makes it much more accessible. The site of the facility is 71 Edwin St. Meaford, Ontario. This is a 10,000 sqft building that used to be home to a timber frame company. The main facility is 10,000 sqft with a 4,300 sqft pole barn for outside storage.



Why Now?



The fitness industry has seen a dramatic increase in popularity over the last couple of years. In 2017 alone, there were 103,077 fitness businesses across the USA and together they net more than \$30 billion annually. With

a 2.3% annual growth in market size, fitness is expected to continue growing, reaching an annualized rate of 3.8% industry value added (IVA) by 2022.

With the baby boomer generation reaching the estimated ages of 51 to 69, this brings in a push for businesses tailored to an aging population. Statistics estimate that in just under ten years, 41% of our population will be over 50 years old. The fitness industry has exploded as of late and with this generation nearing the age for retirement, they will need to find some way to occupy their time.

With facilities like the YMCA trying to cover all demographics, some people just starting on their fitness journey made become turned off or feel embarrassed working out amongst people who have been doing it for years. Studies have found that many Canadians prefer boutique gyms due to their local clientele and helpful staff. Older adults flock to businesses with a greater regard for customer service as they have a tendency to choose a business based upon the relationship established there.



Market Potential

Any 50 to 84 year olds in and around Meaford who exercise will spend an average of \$50.28 a month on YMCA memberships as that is the closest and cheapest fitness facility to them. This equates to \$603.42/year per person (on average). This demographic contained 2,415 people and according to the rising percentage of Canadians who exercise semi-regularly (29%), and combined with the 45% of adults who say that workouts make them feel “nervous” and “gyms intimidate them”, this makes for roughly 1,787 people will want to attend this or any other workout facility. This makes for a market of \$976,333.56 per year in profits.

Our aim is to access a larger area than just Meaford though. With the close proximity of nearby towns like Thornbury and even Collingwood, OTF wants to expand our reach. Not everyone in Grey Bruce lives in town as well so we can also expand to the municipality of Meaford itself.

For the town of Thornbury, this age demographic contains 1,350 people. For the surrounding municipality, the demographic contains 5,660 people. After considering the amount of people who will work out, we get 999 and 4,188 people respectively. This gives a market potential of \$546,095.10 and \$2,288,168.64. This gives a total market potential of \$4,106,273.10 for the area. We are looking to penetrate at least 60% of that market by the end of our second year and expand even further.

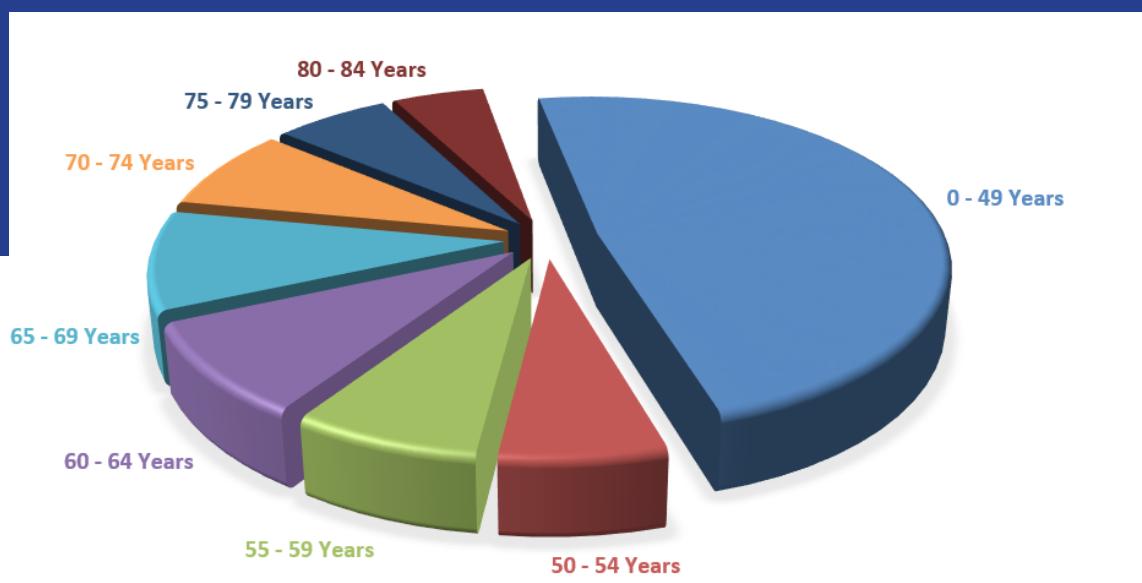
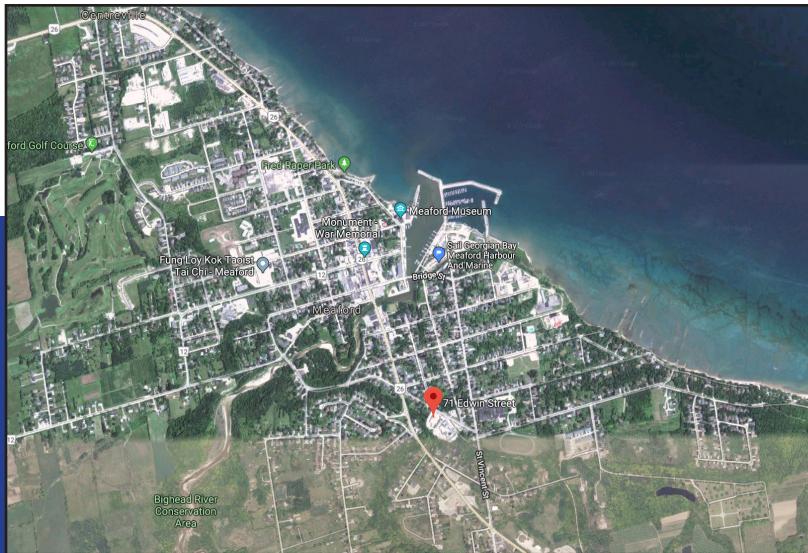


Location

Meadford is a small town with a population of 10,991 (2016) with a -1% population change from 2011 to 2016. The majority of private dwellings are occupied by usual residents meaning the town does not turn into a ghost town just with the changing of seasons. 54.5% of the population is within the ages of 15 to 64 years old and 32.3% are 65 and over. The average age of the town is 48.8 years old and the median age is 53.4 which are both indicators of an older population. The age average is decreased due to the military presence in Meaford due to the 4th Canadian Division Training Center northwest of the town.

Most households in Meaford are occupied by 2 people which shows that people tend to retire there or at least move to the town when kids have moved out. The town is heavily reliant on the English language with 4,740 people out of 4,815 speaking English as their first language. The median total income for Meaford (2015) is 28,698

This location is close to downtown Meaford and is right on the edge of the main residential area of town. Highway 26 runs right behind the facility which allows it to be open for transportation. Equipment will need to be delivered and any other pickups can be made by car. Right beside the facility is a lumber company that specializes in hardwood flooring which will be handy when it comes to furnishing the building.

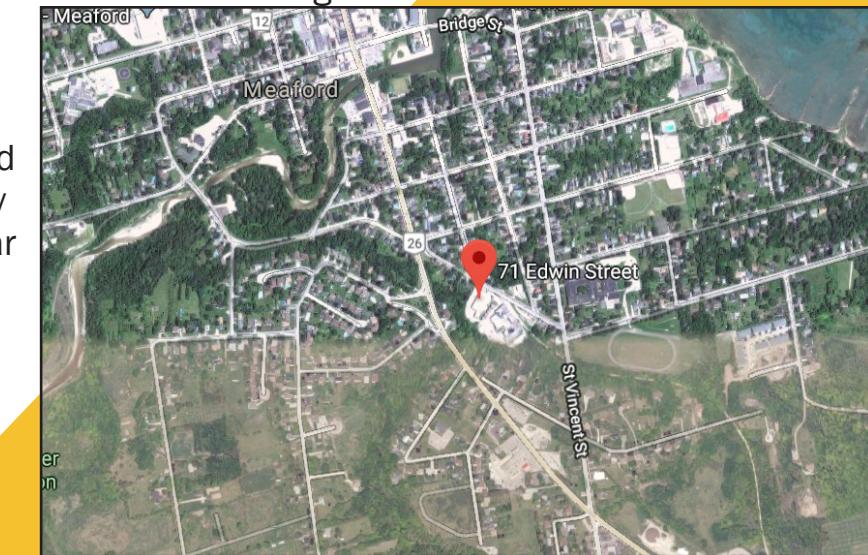


Population Demographics of Meaford, Ontario (2017)

Site

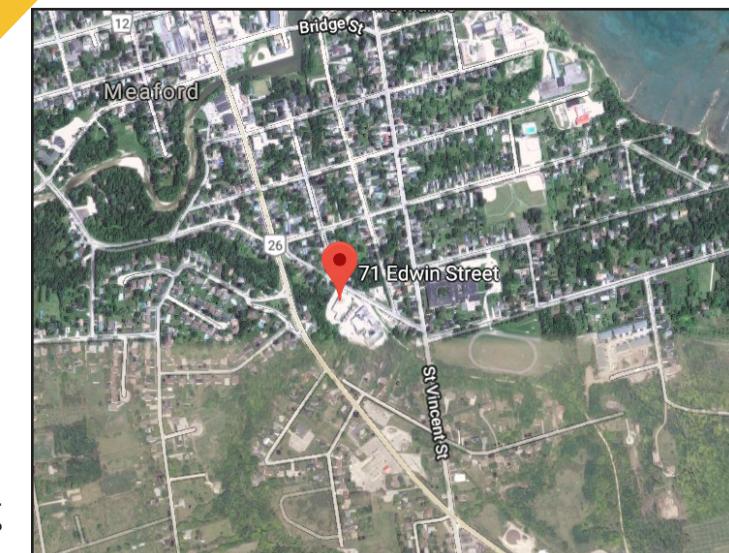
The facility is located right on Edwin Street which is a direct route that takes people from the residential side of Meaford into downtown. The Georgian Trail also crosses the street directly in front of the site which can allow for increased foot traffic. The trail stretches 34 kilometers from Collingwood's Harbourview Park, and runs along the waterfront all the way to Meaford Harbour. This is a popular walking/biking path for residents of towns along the water

Positioning on the most direct road that leads from the residential side of Meaford into the downtown core means that we will see increased traffic in front of the building. Meaford is a smaller town and some people opt to walk everywhere. This combined with the location of the Georgian Trail can attract attention to the facility. The harbor is a very popular spot in the summer and in the winter for the older generations to meet at. There is the Farmer's Market every Friday afternoon, sailing lessons for kids and grandkids and everyone is allowed to fish in the harbor and off the large stone breakwall. In the winter, the ice in the harbor gets broken up so fishing can continue and all of the walking paths are plowed. The foot traffic may slow down in the winter but it will not completely stop. Clients from surrounding towns such as Thornbury or even Collingwood and Owen Sound will take Highway 26 to arrive at our facility and positioning just off of it makes it more accessible for them as well.



Features and Costs

- \$1,795 / mo
- 1 stories (offices with main open area)
- 10,000 sq ft (4,300 sq ft pole barn)
- Concrete flooring
- Exterior Finish: Brick, concrete, metal
- Smoke detectors included
- Heating Type: Natural gas/forced air heating
- Cooling Type: Central air conditioning

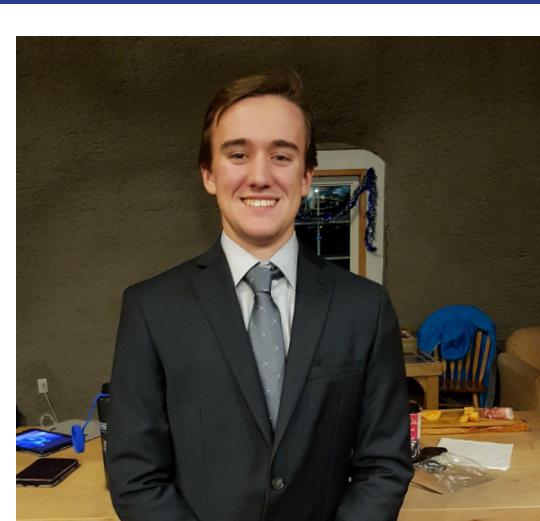


About the Owner

The business will be owned by Alexander (Alec) Riddick. Alec is a recent graduate of Humber College, where he graduated with a degree in Advertising and Graphic D. He has multiple years of leadership experience as head coach of Sail Georgian Bay in Meaford for the past 3 years, and a skiing instructor at Beaver Valley Ski Club for 5 seasons.

He has shown a passion for fitness since beginning his own journey in grade 12 and inspiring his other friends to do the same. Alec does not possess any previous experience as an entrepreneur, but is very driven and would like to see this business expand. He has worked in Meaford and believes that he knows the community well enough to open a business there.

He believes that this is a necessary business to introduce into Meaford because the town has a very tight knit community and giving citizens easier access to a facility such as this one is very important.



Legal Organization

Since there is only one owner, the business will be set up as a sole proprietorship. The owner will own all of the assets of the business and all of the debts. The name used is not the first or last name of the owner, so it must be registered with the Ministry of Government and Consumer Services of Ontario.

Owner's Resume



Alec Riddick

Email	Cell Number
alec.riddick@gmail.com	(519) 477 4885
Mailing Address	520271 Thistlewood road, Markdale, Ontario

Education

12 | 04 Secondary School
16 | YEARS Attended Grey Highlands Secondary School (GHSS) in Flesherton, Ontario

16 | 01 Post Secondary
-- | YEAR Currently attending Humber College Lakeshore Campus in Toronto, Ontario
Studying Advertising and Graphic Design

Work Experience

13 | 01 Food and Beverage
14 | YEAR Beaver Valley Ski Club, Kimberly
- customer service
- attention to detail

14 | 03 Ski Instructor
-- | YEARS Beaver Valley Ski Club, Kimberly
- customer service
- leadership
- Safety conscious

15 | 03 Sailing Coach
-- | YEARS Sail Georgian Bay, Meaford
- customer service
- leadership
- Problem solving
- Safety conscious

13 | 03 Yearbook Editor
16 | YEARS GHSS, Flesherton
- customer service
- leadership
- Problem solving
- Responsibility

17 | 01 Head Coach
-- | YEAR Sail Georgian Bay, Meaford
- customer service
- leadership
- Problem solving
- Responsibility

Skills & Interests



Proficient in Adobe InDesign, Illustrator, and Photoshop
Graphic Design, Sailing, Skiing, Drawing, Reading, Writing, Sci-Fi, rock music, video games

References

Shaun Perry
Teacher, GHSS, (519) 924 2721
perryshaun@gmail.com

Mary Breedon
Sales and Marketing Manager, Chapman's Ice Cream, (519) 986-3131
mbreedon@chapmans.ca

Direct Competitors

The most popular fitness facility around the Meaford area is the YMCA in Owen Sound. It is a large facility with a pool, weight training room with a track around the outside, a basketball court that can be transformed into a racketball/volleyball court and an ice rink. Memberships cost \$35 for the first month with individual monthly fees ranging from \$33 to \$45 a month, depending on your age. Individual drop in visits cost between \$8 to \$12, again depending on age.

Active Life Conditioning in Collingwood is another popular facility that focuses on strength training and healthy living. They have a training room with free weights, physiotherapists onsite and personal trainer options. They have many different training packages for people to sign up with ranging from one private training session at \$90 to 10 sessions at \$800.

Indirect Competitors

Healthy eating businesses such as Herbal One Weight Management, Good Health Mart, and GNC are indirect competitors for (name) because they mainly promote supplementation and healthy living as an alternative to working out. These places focus on offering dietary supplements and plans which cause people to focus on that instead of building muscle and strengthening their body. Nutrition is very important but building muscle is essential for people entering their senior years.



Georgian Bay Physiotherapy is a smaller facility located on the outskirts of Meaford. They specialize in physiotherapy treatments and focus on home exercise programs for rehabilitation. They also have machines inside for people to register a time, then come inside and use under the watch of one of their physicians. Assessments last up until an hour long with treatments being a minimum of 30 minutes. First visits cost around \$80 with recommended treatments being \$50 which can all be covered by benefit plans.

What Makes Us Different

We target a specific group instead of attempting to cater to all audiences. This may change in the coming years as we hope to expand but the main deterrent to older people going to take a class or work out is that they do not want to be the only one and they do not want to be the only beginner at their age. We only cater to people of a certain age and classes are tailored to their skill level.



Sale Forecast

The average price of a gym membership for the area is \$50. Depending on the month, there are statistical increases in customer base that occur throughout the year. Based on this, we estimate being able to penetrate 60% of our target market by the end of the second year.

ANNUAL SALES

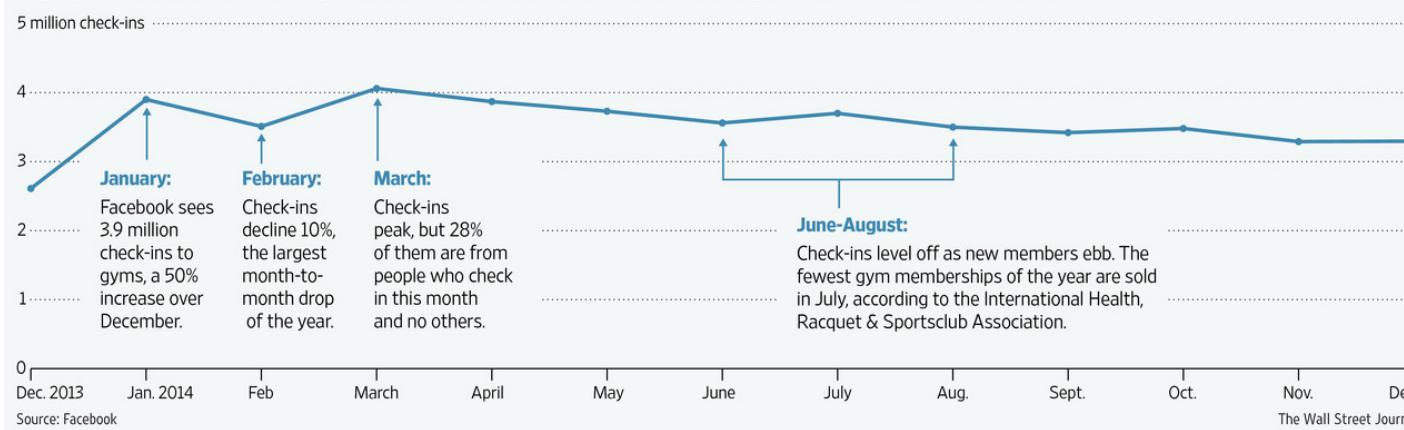
1 year: \$70 000

2 year: \$230 000

3 year: \$400 000

The February Dip

To gauge the number of people working out, Facebook tracked check-ins made to places with 'gym' or 'fitness' in the name in the U.S.



Insurance

OTF will want to protect the name and logo of the brand by registering with the Canadian Trademarks Database. No business is currently registered under this name so the cost stays at \$200.

Fitness Business Owner Policy contains General Liability Insurance and Property Insurance for a \$2M policy limit. This, totalled with Professional Liability Insurance totals \$2366.00 as an annual expense.

Brand Image

Our company will be primarily marketed for making our customers feel healthy and safe. When it comes to working out, there is always a risk that something could happen and potentially injure you for the rest of your life. As you get older, that risk increases. By targeting an older age group, we want to make them feel like this is a place that they can exercise while feeling like they will not screw up their chances for a healthy lifestyle. Exercising even just once a week can be beneficial to one's health, especially in later years.

Brand Logo

The name of this business will be On-Track Fitness. This refers to the common lack of working out from 30 to about 45 due to lives being started, kids being



had, and just settling into an adult lifestyle often will not leave as much excess time for working out unlike age 18 to 29. Getting back "On-Track", it shows that everyone here can start as a beginner and that you

are just here to improve yourself. There likely isn't any testosterone fueled desires or any sort of romantic reason for coming to the gym, it is a networking opportunity and a chance to stay healthy. The logo does not use any depiction of a strong or musclebound body because that is not a biologically attainable goal for our clients. The letters themselves are in the shape of a dumbbell and the blue and gold colours represent trust and wisdom, both for our brand and for our clients.

Services Offered

Name of Service	Details	Cost
Yoga	Our yoga classes will be instructor led and take place in the upper floor of the facility. The classes will run for an hour and anyone who has paid for it may drop in. The classes are co-ed and participants have the option to bring their own mats or borrow ones from the facility. Proper attire of clean shoes, stretchy pants and a shirt will need to be worn. This is to make other clients feel better about cleanliness.	Session \$8.00 Week \$50.00
Spin-Class	Our spin classes will be instructor led and take place in the ground floor of the facility. The classes will run for an hour and anyone who has paid for it may drop in. The classes are co-ed and participants will be able to participate in different levels of difficulty for the class. The first level is for beginners to working out or cycling. These might be people recovering from a physical issue, struggling to get their weight down, or just people wanting to try out our classes.	Session \$10.00 Week \$45.00
Strength Training	Our strength training classes will be instructor led and take place in the ground floor of the facility. The classes will run for an hour and anyone who has paid for it may drop in. The classes are co-ed and will involve a focus on building physical strength. The classes will focus on different muscle groups throughout the week and reset each week. The difficulty will slowly increase and then reset after a month. This can account for repeat customers not getting bored throughout the month. From there, they can focus on particular exercises and workouts. These sessions are designed to be mainly informative to show clients how to properly perform movements and maybe give each person an idea of their starting strength levels.	Session \$12.00 Week \$75.00
Boot Camp	Our boot camps will be instructor led and take place in the ground floor of the facility. The classes will run for an hour and anyone who has paid for it may drop in. The classes are co-ed and participants have the option to bring their own mats or borrow ones from the facility. Proper attire of clean shoes, stretchy pants and a shirt will need to be worn. This is to make other clients feel better about cleanliness.	Month \$300

Services Offered - Pricing

Endurance Training	Our strength training classes will be instructor led and take place in the ground floor of the facility. The classes will run for an hour and anyone who has paid for it may drop in. The classes are co-ed and will involve a focus on building endurance. The classes will focus on different endurance workouts using machines like stationary bikes and treadmills throughout the week and reset each week. The difficulty will slowly increase and then reset after a month. This can account for repeat customers not getting bored throughout the month. From there, they can focus on particular exercises and workouts. These sessions are designed to be mainly informative to show clients how to properly perform movements and maybe give each person an idea of their starting endurance levels.	Session \$12.00 Week \$75.00
Walking	Walking is a popular pastime of anyone who lives around Meaford. These walking sessions will not need to be signed up for and will just take place at various times throughout the week. Two of our staff will initiate the walk along the Georgian Trail beginning at the harbor and moving towards Thornbury.	
Personal Training	Personal trainers will be at the facility at all times but ones can be hired for individual sessions. They will take place anywhere that the trainer or the client deem fit for their current session. Sessions start from 20 minutes and max out at 2 hours. These sessions will be individualized for whatever age and skill level is necessary. Contact will be maintained between the trainer and the client in order to personalize the experience.	Hour \$45
Physical Assessment	Personal trainers will be at the facility at all times but ones can be hired for individual sessions. These assessments will take place wherever the trainer deems fit. A client will sign up for a physical assessment session if they are a true beginner and want to get a professional opinion on what class they should take or what workouts they should focus on. Clients will get a sense of their abilities as a starting point for their continued fitness journey.	Session \$45.00

Advertising

Because we are targeting such a small town, the facility itself will be a form of advertising. However, for clients outside of Meaford and even ones on the other side of town, we will use direct mail, newspaper ads, and personal selling. This will reach our target audience better because they tend not to be main social media users or even using the internet in general.

Newspaper ads will be the easiest form of advertising to get our name out to the masses. Newspapers such as the Owen Sound Sun Times and Grey Bruce This Week will be contacted for advertisements and they are sold and distributed across Meaford.

Direct mailing will come in the form of redeemable coupons to be used at our facility. This gives receiving clients an incentive to at least try the facility out. Coupons will focus on either physical assessment or personal training sessions to help ease the initiation.



Personal selling is a very important aspect for our client base. By hosting weekly walks along the Georgian Trail, this gains public exposure for us, especially if we have people walking along with us. The trail runs directly beside Highway 26 so passing drivers will see a group walking along the trail and become intrigued. Meaford is also a very active town when it comes to community involvement and event planning. We will send representatives to help out at different events to get our name out there.

After sending the advertisements/representatives/direct mail out, we will take down client registration for the next few weeks to document whether or not it has had a positive effect compared to before we advertised ourselves.



Space

71 Edwin Street has 10,000 square feet of space in the main facility and a 4,300 sq. ft. barn outside. The main facility has two entrances that lead into the main reception area. This room holds a desk where clients can check in. There is a small waiting room for clients waiting for trainers to arrive or sessions to begin.

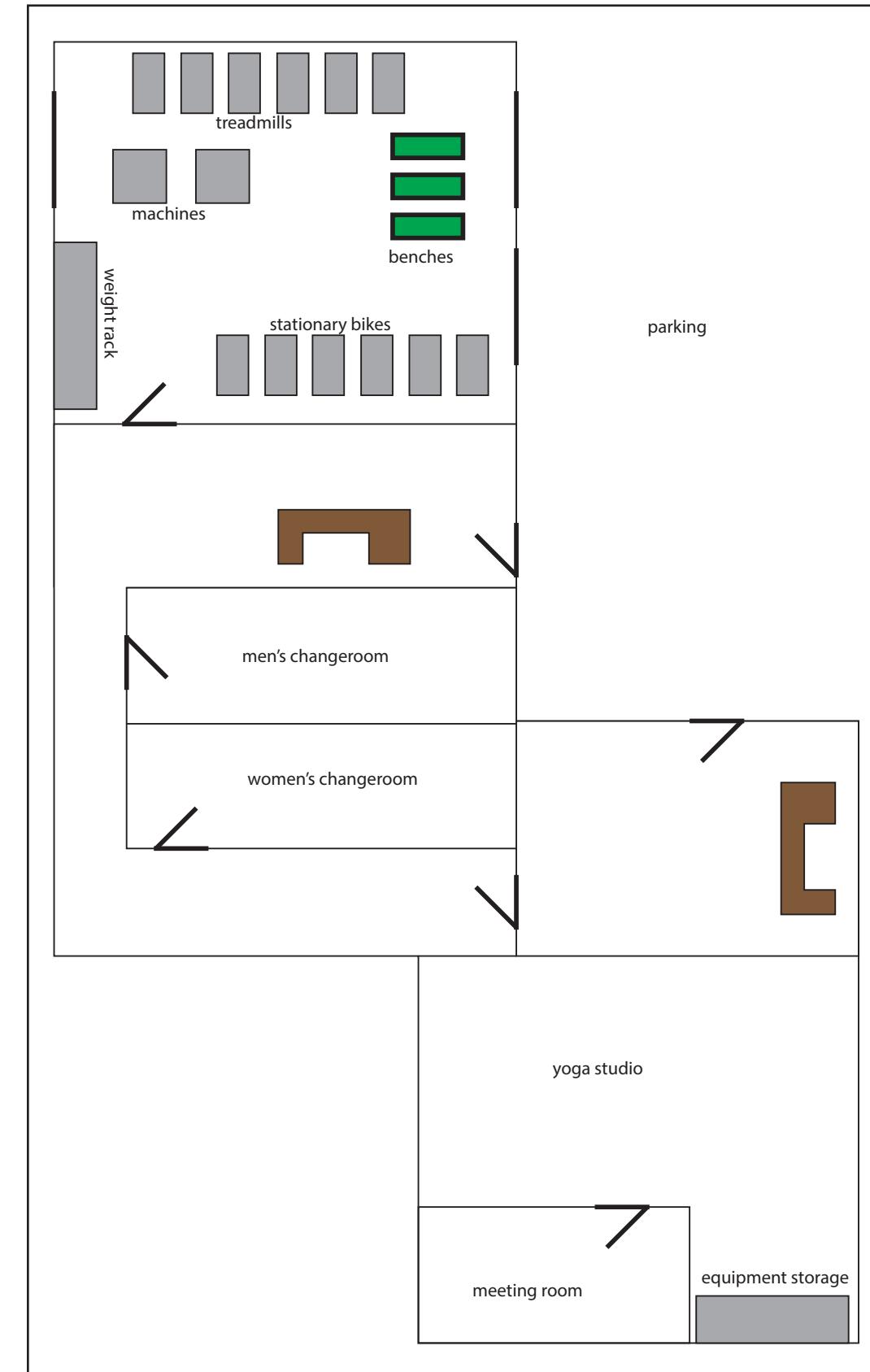
Both of these reception areas have two doors with one leading into the male and female washrooms for clients to change. In the north entrance, the second door leads to the open room of the facility while in the south entrance, it leads to the meeting room and yoga studio. In the main room, there are weights along the left wall.

Most of the facility is open space in order to not become crowded if classes or personal trainer sessions are taking place at the same time. During the summer, the doors along the sides of the facility will roll up to allow fresh air inside.

The training machines will be lined up in the north side middle of the room. The stationary bikes will be located in the south side of the facility and the treadmills will be located across the facility from them. They will each be lined up so that they face the rest of the open room.

The back room is an open space for yoga classes. Medicine balls will also be available in the event that a personal trainer wants to take a client back there. There will also be a meeting room on the north side that can be used for business meetings and interviews.

Floor Plan



Equipment

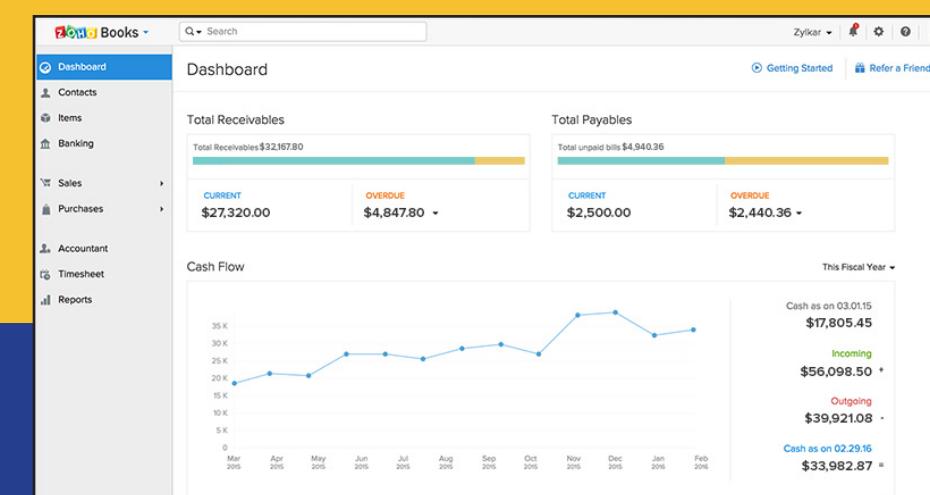
All fitness equipment is to be purchased from Treadmill Factory's Toronto location. Treadmill Factory is a Canadian company that has 25 years of industry experience. They offer online and instore shopping and also offer shipping to anywhere in Canada. Their technicians will come with the delivery and set up the equipment. This also includes the purchase of Gorilla Flooring for the main floor. We will use Treadmill Factory for any future equipment purchases and updates that may need to happen as OTF progresses.

If a client shows up for a daily session, they will pay at the facility. Our receptionists will be able to take payments at the front desk via cash or credit. Anyone who wants to sign up for a class or pay monthly/annually can come to the facility or they can mail in a cheque to us. This system will be functional due to the proximity of our clients to the facility.



Finance Tracking

All of the financial aspect will be assisted by the online program, Zoho Books. This is an accounting software that gives real time updates on our bank account, keeps track of our inventory, and tracks expenses. Customer and employee information can be stored here and it even creates balance sheets, cash flow charts, and income statements. This program will cost us \$20 a month for all of these services and caps out at \$29 a month if we want to expand to any form of online payment.



Schedule Layout

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 am - 7						Closed	Closed
7 - 8	7:30-8:30 Yoga	Closed					
8 - 9	Strength Training	Endurance Training	Strength Training	Endurance Training	Strength Training	Endurance Training	Strength Training
9 - 10		Level 1 Spin Class		Level 1 Spin Class		Level 1 Spin Class	Level 1 Spin Class
10 - 11	BootCamp Section A						
11 - 12	BootCamp Section B						
12 - 1						Strength Training	Endurance Training
1 - 2	Level 3 Spin Class		Yoga				
3 - 4	BootCamp Section B						
4 - 5	BootCamp Section A						
5 - 6	Level 2 Spin Class	Yoga	Level 2 Spin Class	Yoga	Level 2 Spin Class	Level 2 Spin Class	Level 2 Spin Class
6 - 7	Strength Training	Endurance Training	Strength Training	Endurance Training	Strength Training		Closed
7 - 8	7:30-8:30 Yoga		7:30-8:30 Yoga		7:30-8:30 Yoga		Closed
8 - 9							Closed

Employee Duties

PERSONAL TRAINER

Personal Trainers will be on site at all times. Throughout the week, they will swap evenly between each of the 5 trainers we have on staff, equating to 18 hours a week each. Their duties will be to survey each of the floors and keep an eye on active participants. They are allowed to step in and make corrections if they believe someone is in danger of hurting themselves with a motion or doing an exercise incorrectly. While on the job, they are to keep vigilant and attentive so that they can spot any possible dangers to clients. They are to be friendly with all clients when there is an interaction and to try to keep the facility tidy. If a client complains about equipment being broken or needing help with something like spotting for a set, the trainers will make sure that someone else is watching while they occupy themselves with this task. Trainers will be First Aid, CPR, and defibrillator trained and certified.



YOGA INSTRUCTOR

Yoga Instructors will be on site for class times. There will instruct their class as they see fit and make sure no injuries occur. If clients are struggling with certain movements, they are to tone down the intensity of the session. Instructors are to be friendly when greeting and working with clients to establish a relationship with the clients. Between the two Yoga Instructors on staff, they will each get 12 hours a week in class time. Instructors will be First Aid, CPR, and defibrillator trained and certified.



SPIN CLASS INSTRUCTOR

Spin class Instructors will be on site for class times. There will instruct their class as they see fit and make sure no injuries occur. If clients are struggling with certain lengths of the training period, they are to tone down the intensity of the session. Instructors are to be friendly when greeting and working with clients to establish a relationship with the clients. Between the three instructors on staff, they will each get 14 hours a week in class time. Spin class instructors will swap around when it comes to the various intensities of the spin class levels. Instructors will be First Aid, CPR, and defibrillator trained and certified.



SECRETARY

Secretaries will be on site at all times. They are going to be stationed at the front desk to greet customers and handle any transactions or customer inquiries and complaints. They will also answer the phone to handle inquiries and complaints that way. Between the 3 secretaries on staff, they will rotate throughout the week to accumulate 30.5 hours a week. Secretaries must be friendly as they are the first person a client sees when entering the facility.



Costs and Expenses

Ongoing Costs and Expenses			
Expense	Payment Period (Monthly or Other)	Amount per Period	Annual Amount
Rent and Utilities	Monthly	\$1,795.00	
Internet**	Monthly	\$45.99	
Insurance	Annually	\$2,366.00	\$2,366.00
Equipment Maintenance	Weekly	\$200.00	\$10,400.00
Hardwood Floor Maintenance	Yearly	\$2,666.00	\$2,666.00
Synthetic Floor Maintenance	Yearly	\$200.00	\$200.00
Microsoft Office	Yearly	\$182.40	\$182.40
Printing/Advertising	Monthly		
Personal Trainers (5)*	Bi-Weekly	\$736.00	\$19,136.00
Secretary (3)**	Bi-Weekly	\$1,104.00	\$28,704.00
Yoga Instructor (2)	Bi-Weekly	\$480.00	\$12,480.00
Spin Class Instructor (2)	Bi-Weekly	\$560.00	\$14,560.00

***99.99 for startup

*Add 30% of Single Session

** Divided Among three

Total Employee Cost/Mo = Bi-

Total Employee Cost/Mo =
\$6,100

*Also divided among 5 trainers

Balance Sheet

Balance Sheet - Opening Day		February 1, 2019
ASSETS		
CURRENT ASSETS		
Cash		\$1,000.00
Accounts Receivable		\$0.00
Inventory		\$0.00
Prepaid Expenses		\$2,366.00
Other Current Assets		\$5,423.39
Total Current Assets		\$8,789.39
FIXED ASSETS		
Land and Buildings		\$1,795.00
Fixtures		\$400.00
Vehicles		\$0.00
Other Fixed Assets		\$29,558.48
Total Fixed Assets		\$31,753.48
TOTAL ASSETS		\$40,542.87
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable		\$0.00
Short-Term Loans Payable		\$0.00
Taxes Payable		\$0.00
Other Current Liabilities		\$542.87
Total Current Liabilities		\$542.87
LONG-TERM LIABILITIES		
Mortgage Payable		\$0.00
Long-term loans payable		\$38,000.00
Other long-term liabilities		\$0.00
Total long-term liabilities		\$38,000.00
OWNER'S EQUITY		
Total Investment		\$2,000.00
Total Liabilities and Owner's Equity		\$40,542.87

Income Statement

Income Statement - One Year Period Ended:		January 31, 2020
SALES		
Sales from Source #1		
Sales from Source #1		\$216,198.64
Total Sales Income		\$216,198.64
COSTS		
Cost of Goods Sold		\$0.00
GROSS PROFIT		
Gross Profit		\$216,198.64
EXPENSES		
Rent		\$21,540.00
Utilities		\$4,800.00
Equipment/Lease		\$69,830.09
Salaries/Drawings		\$74,880.00
Insurance		\$2,366.00
Depreciation		\$9,885.72
Interest		\$6,000.00
Maintenance		\$1,000.00
Professional Fees		\$304.40
Advertising		\$200.00
Supplies		\$300.00
Delivery		\$0.00
Travel		\$0.00
Total Operating Expenses		\$191,106.21
NET PROFIT		
Net Before Income Tax		\$25,092.43
Income Tax		\$6,068.00
Net Profit After Income Tax		\$19,024.43

Income Statement - One Year Period Ended:		January 31, 2022
SALES		
Sales from Source #1		
Sales from Source #1		\$403,009.00
Total Sales Income		\$403,009.00
COSTS		
Cost of Goods Sold		\$0.00
GROSS PROFIT		
Gross Profit		\$403,009.00
EXPENSES		
Rent		\$21,540.00
Utilities		\$4,800.00
Equipment/Lease		\$1,000.00
Salaries/Drawings		\$145,800.00
Insurance		\$2,366.00
Depreciation		\$9,885.72
Interest		\$6,000.00
Maintenance		\$2,000.00
Professional Fees		\$304.40
Advertising		\$600.00
Supplies		\$300.00
Delivery		\$0.00
Travel		\$0.00
Total Operating Expenses		\$194,596.12
NET PROFIT		
Net Before Income Tax		\$208,412.88
Income Tax		\$25,545.00
Net Profit After Income Tax		\$182,867.88

Cash Flow Chart

Income Statement - One Year Period Ended:		January 31, 2021
SALES		
Sales from Source #1		
Sales from Source #1		\$240,376.67
Total Sales Income		\$240,376.67
COSTS		
Cost of Goods Sold		\$0.00
GROSS PROFIT		
Gross Profit		\$240,376.67
EXPENSES		
Rent		\$21,540.00
Utilities		\$4,800.00
Equipment/Lease		\$1,000.00
Salaries/Drawings		\$116,640.00
Insurance		\$2,366.00
Depreciation		\$9,885.72
Interest		\$6,000.00
Maintenance		\$2,000.00
Professional Fees		\$304.40
Advertising		\$600.00
Supplies		\$300.00
Delivery		\$0.00
Travel		\$0.00
Total Operating Expenses		\$165,436.12
NET PROFIT		
Net Before Income Tax		\$74,940.55
Income Tax		\$21,210.00
Net Profit After Income Tax		\$53,730.55

Projected Cash Flow: First Year of Operation - February 1, 2019													
MONTH													
CASH IN-FLOW		Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Cash Sales	\$0.00	\$13,462.55	\$15,211.36	\$16,902.74	\$17,434.10	\$17,742.68	\$18,342.68	\$18,571.73	\$18,832.98	\$19,002.56	\$19,593.44	\$20,143.52	
Payments Received	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other Cash Received	\$38,542.87	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Cash In-Flow(a)	\$38,542.87	\$13,462.55	\$15,211.36	\$16,902.74	\$17,434.10	\$17,742.68	\$18,342.68	\$18,571.73	\$18,832.98	\$19,002.56	\$19,593.44	\$20,143.52	
OPENING Cash Balance(b)		\$1,000.00	-\$23,777.83	-\$19,490.28	-\$13,453.92	-\$5,726.18	\$2,532.92	\$10,600.60	\$19,768.28	\$29,165.01	\$38,822.99	\$48,650.55	\$59,068.99
		\$39,542.87	-\$10,315.28	-\$4,278.92	\$3,448.82	\$11,707.92	\$20,275.60	\$28,943.28	\$38,340.01	\$47,997.99	\$57,825.55	\$68,243.99	\$79,212.51
CASH OUT-FLOW													
Equipment Purchased	\$29,558.48	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Inventory Purchased	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rent Paid	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00	\$1,795.00
Utilities Paid	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00
Loan Payments	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Salaries/Drawings	\$780.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00	\$6,480.00
Supplies Purchased	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OTHER Expenses Paid	\$30,287.22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL CASH OUT-FLOW(c)	\$63,320.70	\$9,175.00	\$9,175.00	\$9,175.00	\$9,175.00	\$9,675.00	\$9,175.00	\$12,415.00	\$12,415.00	\$12,415.00	\$12,415.00	\$12,415.00	\$12,415.00
CLOSING Cash Balance (a+b-c)		-\$23,777.83	-\$19,490.28	-\$13,453.92	-\$5,726.18	\$2,532.92	\$10,600.60	\$19,768.28	\$29,165.01	\$38,822.99	\$48,650.55	\$59,068.99	\$70,037.51

Projected Cash Flow: Second Year of Operation - February 1, 2020													
MONTH													
CASH IN-FLOW		Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Cash Sales	\$30,215.28	\$27,193.47	\$30,132.10	\$29,164.76	\$28,523.75	\$28,010.31	\$27,869.23	\$27,277.45	\$26,688.23	\$26,145.83	\$25,852.27	\$25,312.76	
Payments Received	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other Cash Received	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Cash In-Flow(a)	\$30,215.28	\$27,193.47	\$30,132.10	\$29,1									