

# **BRONZE FITNESS CENTRE**

## **BUSINESS PLAN**



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# CONTRIBUTION SHEET

Each project member has contributed equally to the towards the project. Therefore, the group has decided to come up with the below contribution table.

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# **EXECUTIVE SUMMARY**

Bronze Fitness Center is a very newly launched fitness center, that is operated in the medium level market. It was established in the year 2025 at Al Barsha, Dubai. The center is providing a 24/7 access to modern gym equipments and also professional training support. They are providing technology enabled services. Our mission is to deliver an easily accessible, achievement focused fitness experience for the general population of Al Barsha and the nearby areas. We do this by ensuring a combination of affordability, convenience and professional expertise.

The center is operating as a standard gym that has various equipment such as strength machines, free weights and cardio. Members will have access to 6 trainers working in rotating shifts. Members who choose to have personal training can choose from any of the available six trainers to be their Personal Trainer. This can be done through flexible, in demand bookings. Bronze Fitness Center differentiates itself apart from the competition through its PT Guarantee Program, where clients receive 50% cashback on personal training fees if they do not achieve the mutually agreed results.

The fitness facility also provides a fully stocked retail shop where customers can purchase gym apparel, accessories and supplements. Customers are also having access to a dedicated website where they will be able to book personal training sessions and manage their memberships with ease.

Bronze Fitness Center aims to become a trusted fitness hub in Al Barsha by offering quality services, affordable membership plans and customer centered approach that in turn ensures long term loyalty and community engagement.

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# 1 COMPANY PROFILE

**Business Name:** Bronze Fitness Center

**Location:** Al Barsha, Dubai, UAE

**Year Established:** 2025

**Business Type:** Medium level; 24/7 fitness center

**Legal Structure:** Partnership

Bronze Fitness Center is designed to provide a very accessible and reliable fitness center, that is tailored to the diverse population of Al Barsha. This center is positioned in the mid-price segment. It offers a balanced combination of high-quality equipment, professional training staff and modern technology. The services provided are general fitness training, customizable personal training, nutritional guidance and the sale of fitness related products.

The facility is staffed by a trained team consisting of six trainers (two morning and two evening shift), a receptionist, a shop assistant and a cashier. The business focusses on customer convenience by providing 24/7 gym access and multiple booking options including website, WhatsApp and phone.

## 1.1 ABOUT US

Bronze Fitness Center was founded with the goal of providing a fitness environment where the everyday resident of Al Barsha can train comfortably, safely and efficiently. In the current fitness market within the area, many of the gyms operate with limited hours or offer premium pricing structures that exclude a significant portion of the population. Bronze Fitness Center bridges this gap by offering a mid-range, high value fitness center that always remains easily accessible.

The services we provide are centered on professionalism, customer satisfaction and continuous improvement. All our trainers are equipped to provide exercise supervision and personalized advice. Personal trainers offer customized workout programs along with basic nutritional guidance to help members achieve their fitness goals faster and easily.

Our fitness center uses a mix of technological platforms that enhances the member experience by allowing services such as online bookings, trainer scheduling, membership tracking and direct communication between the members and trainers through various digital channels such as website, WhatsApp and phone.

## **1.2 OUR STORY**

Bronze fitness center was an idea formed by a group of four members who saw that there was an increasing demand for flexible and affordable fitness solutions in Al Barsha. In the beginning, market research was conducted, and the founders identified that many residents, especially working adults, were struggling to find fitness centers that matched their schedules and budgets.

The founders, who were driven by a shared passion for health and entrepreneurship, decided to create a gym model that focusses on customer trust, transparency and convenience. This eventually led to the development of the PT Guarantee Program, a program that ensures clients receive measurable value and accountability from personal training services.

The name “Bronze Fitness Center” represents strength, endurance and the idea that every member, regardless of the journey point they start from, can build a stronger version of themselves. Currently the business is committed to providing a very welcoming, community driven environment that encourages long term health and personal growth.

## **2 SERVICES**

Bronze Fitness Centre brings in a wide range of fitness services which are designed to support individuals at various fitness levels and goals. The facility is designed for general fitness training, strength, conditioning, weight management, building muscles, and improving overall health. With a focus on accessibility and user convenience our Centre ensures that members have the resources and guidance necessary to maintain an effective fitness routine.

Our members benefit from 24/7 access to all gym facilities which allows them to train at their preferred time without any restrictions. The gym is supervised by six general trainers, who are available during both morning and evening shifts to ensure continuous support and assistance. All the six trainers plays an important role in helping and guiding the members on the safe use of equipment and also offering basic fitness advice.

In addition to the general supervision, Bronze Fitness Centre offers personal training programs which are tailored to the individual's goals, which may involve fat loss, muscle gain, strength improvement or overall health enhancement. Our trainers also provide basic nutritional guidance, aligning their dietary habits with their fitness objectives.

To enhance user convenience, our Centre brings online booking and communication services which enables members to schedule or book personal training sessions, enquire about services and to communicate effectively with the Centre. Our facility also includes a retail shop which sells essential fitness related products to our members like t-shirts, gym shorts, water bottles, protein and creatine directly in the gym.

Overall, Bronze Fitness Centre is committed to delivering a seamless and supportive fitness experience through modern equipment's, well trained staffs and a customer focused service approach.

## **2.1 PERSONAL TRAINING**

Bronze Fitness Centre brings in personal training services which are designed to provide individual support for members with specific fitness goals. The personal training program begins with a fitness assessment to evaluate the clients current physical condition, strengths, areas of improvement, and long-term goals. Based on this assessment the trainer develops a fully customized workout plan for the individuals, whether it involves fat loss, muscle growth, strength enhancement, and overall fitness improvement. In addition to training plans clients also receive dietary advice that supports their fitness goals and helps promote a healthier lifestyle. All personal training sessions can be booked through the center's online booking platform which ensures flexibility and ease of scheduling for the members. Bronze Fitness Centre also offers a unique personal trainer guarantee program which provides a 50 percentage cashback if the results which are agreed upon are not achieved, which gives the client great satisfaction in taking the personal training package and achieve great progress in their fitness.

## **2.2 RETAIL SHOP**

The retail shop or the in-house shop enhances the members convenience by offering a range of gym related products directly within the facility. The shop carries t-shirts, gym shorts, water bottles, protein and creatine ensuring the members to have all their essential things for the training session. This setup gives the gym an extra source of income and helps to meet the desired requirements of the clients.

## **2.3 MEMBERSHIP PLANS**

Bronze Fitness Centre provides a variety of membership plans to help members with different preferences, durations and training needs. The general training membership is available in three packages, which includes a monthly plan for 400 AED, a quarterly plan

for 1100 AED, and an annual plan for 4000 AED. For members seeking a more personalized attention, the Centre also offers personal training membership plans including a monthly package of 500 AED and annual package for 5500 AED. These options allows the members to choose a plan that best aligns with their goals and commitment level.

## **2.4 WHAT MAKES US UNIQUE**

Bronze Fitness Centre stands out through a variety of features and services. The Centre provides nutritional guidance to help members with their diet and their fitness goals, ensuring health and wellness to its members. The online booking system helps the members to easily schedule training sessions and communicate with the fitness Centre. The presence of a fully stocked retail shop within the facility adds further value, offering the members access to apparels, accessories, and supplements. One of the most standing out feature of the Bronze Fitness Centre is the personal trainer guarantee program, which shows the center's confidence in its training services by offering 50 percent cashback if the agreed fitness results are not met.

## **3 FUTURE PLANS**

Bronze Fitness Centre has structured its long-term vision around sustainable growth and service enhancement. The company plans to expand, once the current facility reaches full capacity. Future expansion initiatives include opening additional branches in premium locations to reach a broader client base. As demand increases, the Centre also intends to hire more trainers at each branch to maintain high quality service and personalized support. The Centre plans to invest more in advanced equipment's to ensure the clients have access to modern and efficient training tools. The Centre also plans to expand and diversify by implementing new programs like Zumba, yoga and Pilates. The Centre plans to bring in referral programs for its members. The Centre also plans to bring forward loyalty initiatives for the members. Bronze Fitness Centre also plans to establish partnerships with nutritionists, physiotherapists and sport retailers as well as develop online coaching programs to reach remote clients and expand the center's digital presence

# 4 MARKET ANALYSIS

## 4.1 UAE MARKET ANALYSIS

In essence the fitness market in the UAE is exploding as the population is becoming healthier and the idea of lifestyle changing as more people want to be more active is gaining momentum. People in locations such as Dubai, Abu Dhabi and Sharjah are very much into preventive health and fitness which contribute to this fast growth. The massive government programming such as the Dubai Fitness Challenge and sports activities at the national level is essentially scaling the hype over physical health.

The market receives an additional buzz due to the fact that the cities are drawing a multitude of expats. These entrants tend to be more disposable income earners and are digging around looking at premium results based on fitness products. Universities around the region also provide workshops, and thus the students are familiarized with the fact that this is a crowd-pleaser. Special programs, fluid memberships, less expensive fitness bundles, have a good demand.

Overall, the setting provides Bronze Fitness Center with an opportunity to strike with high-value services at an affordable price. It is a market that desperately needs something new and something good and there may be a place that you can fit perfectly and provide that you play it right.

## 4.2 COMPETITIVE ANALYSIS

Exclusively luxury gyms as well as most mid-range fitness clubs, boutique studios, and budget-friendly centers can be found in the UAE. One takes big names such as Fitness First, Gym Nation and UFC Gym. They provide different services though majority of them are expensive to join with membership or are congested. Bronze Fitness Center is all about the low cost and high quality niche, good equipment, structured training programs, and community based feel with low price. That is the golden mean of students and young professionals who neither need to enter into costly long-term contracts to be a professional.

Major competitive strengths are:

- Clear pricing with no hidden fees .
- Individual workouts made by certified trainers.
- New machinery that fits a beginner and the professional.
- Cozy family atmosphere as opposed to a strictly commercial one.

## **4.3 SWOT ANALYSIS**

### **Strengths**

- Affordable quality fitness facilities. Our Target Customers Training by certified trainers and programmed training.
- Contemporary and well-kept equipments.
- Flexible membership plans.

### **Weaknesses**

- Emerging brand in a competitive environment.
- Limited branches initially.
- Reduced marketing budget relative to the large chains.

### **Opportunities**

- Increasing awareness of fitness in UAE.
- Growing need to have affordable gyms.
- Possible collaborations with societies, institutions and colleges.
- Increased appetite towards group classes, nutrition coaching, and personal training.

### **Threats**

- High level of competition among others with existing fitness chains.
- Economic variations on disposable income.
- The change in fitness trends that cause it to be updated speedily.

## **4.4 OUR TARGET CUSTOMERS**

Bronze Fitness Center is fundamentally established to connect with a number of individuals who desire genuine, cost effective, and effective workouts. We are all about turning fitness into an attainable goal to everyone capable of taking time or money to have it.

Our target customers include:

- Young adults (18-35) seeking affordable and convenient workout options.
- Learners that are interested in affordable priced fitness.
- Employed individuals who like fitness programs that are organized so as to keep fit notwithstanding their time schedules.
- Beginners that should be instructed how to work out right.
- People who enjoy fitness and desire equipment of a high quality at a non-luxury price.
- Local community staying around the area where the center will be located and like convenient and community fitness.

Our mission is to make it a welcoming environment that all customers can identify with irrespective of age, fitness level and background.

## **5 STRATEGY AND IMPLEMENTATION**

### **5.1 MARKETING ANALYSIS**

Bronze Fitness Centre has a plan to establish a very strong brand presence in Al Barsha by creating a unique identity that shows our commitment to easily accessible, results focused fitness. The identity of the brand will be communicated through an eye catching logo, professional visual elements and features and a consistent tagline that focusses on convenience, accountability and professional support. All of the branding elements will be regularly applied across both physical and digital platforms. This is in order to make sure that there is recognition and trust among the members.

#### **Digital Presence and Social Media**

Various social media platforms such as Instagram, Facebook and TikTok will play a big role in marketing our services. We will work on providing contents such as:

- Short videos that'll demonstrate workouts and various techniques used in training
- Success stories from our members showing progress
- Behind the scenes videos and photos that'll show the various gym facilities we offer and trainer expertise
- Informational posts about fitness, health and nutrition

We'll be regularly engaging with our followers through various methods such as interactive posts, polls and Q&A sessions. This will in turn help maintain interest and eventually end up building a loyal online community. The website that we provide will be

our members main tool to book personal training sessions, general memberships and retail products. In addition to that, we also provide WhatsApp and phone call support, so that members and potential customers can easily contact us.

## **Customer Engagement and Community Presence**

The company plans on establishing a very strong connection with its members and the local community. We plan on doing this through various engagement activities such as:

- Hosting many fitness workshops and demonstration sessions. This will in turn introduce potential customers to our facility and the services that we provide.
- We'll participate in local health and wellness events, where we'll be showcasing different training techniques and even facility features in order to raise awareness.
- We'll be collaborating with many residential communities and even nearby businesses to show the benefits of fitness and also promote our brand.

All of our initiatives that we listed will focus on building visibility, create trust and brand recognition within the Al Barsha community. All of these will be done while we encourage our members and potential customers to explore and engage with the services that our gym offers.

## **In-Gym Visibility and Brand Identity**

In order to build a stronger brand presence, Bronze Fitness Center will make use of:

- A strong and consistent brand identity, that'll be applied across all signage, workout areas and to the retail shop within the gym.
- Various interactive and educational contents will be shared via our website and social media platforms in order to maintain our engagement levels and inform the gym's values.
- We'll be promoting our trainers, facility features and our member experiences in order to strengthen the center's image as a professional and community focused fitness center.

By focusing on these various engagement strategies, Bronze Fitness Center will be able to make sure they have a strong brand recognition, and active member and community engagements.

## **5.2 SALES PLAN**

### **Product and Service Pricing**

Bronze Fitness Centre has a balanced and competitive pricing structure for both its services and retail products. The general training packages are divided into monthly, quarterly and annually for diverse commitment levels and financial preferences. The personal training plans are priced higher due to the added value of customized workout programs, assessments, and nutritional guidance. In term of retail products, the selling price reflects a reasonable hike above the original cost which ensures both affordability for the members and profitability for the Centre. The range of products in the retail shop like the apparels, accessories and supplements allows the business to diversify their revenue streams beyond the membership fee. The pricing of Bronze Fitness Centre reflects consideration of market standards, operational costs and customer expectations.

The pricing strategy of Bronze Fitness Centre is designed in a way which promotes flexibility, accessibility and value for its members. By offering multiple types of memberships, the Centre brings in clients with different fitness goals and budgets. The competitive rates of the Bronze Fitness Centre encourage long term memberships, particularly the annual packages, which provide better value and help ensure revenue stability. The personal training price is strategically set to highlight the premium nature of the service while remaining within an attractive range for clients seeking personalized support. Additionally, the pricing of the products sold in the retail shop ensures that every product sold generates a good profit margin without exceeding what customers are willing to pay. The personal training guarantee program motivates more clients to take the personal training packages which increases the revenue.

The profitability of Bronze Fitness Centre is supported through the general and personal memberships and also from the retail product sales. The general training packages provides a predictable cash flow, while personal training plans offers a higher margin due to their specialized nature. The products sold in the retail shop also creates a significant profit margin. The Centre has diverse ways of creating profits which reduces dependency on a single source.

The products and services pricing of Bronze Fitness Centre are as follows:

SERVICE 1	
GENERAL TRAINING	AED
GENERAL TRAINING MONTHLY PACKAGE	400
GENERAL TRAINING QUATERLY PACKAGE	1100
GENERAL TRAINING ANNUAL PACKAGE	4000

SERVICE 2	
<b>PERSONAL TRAINING</b>	<b>AED</b>
PERSONAL TRAINING MONTHLY PACKAGE	500
PERSONAL TRAINING ANNUAL PACKAGE	5500

PRODUCTS	ORIGINAL COST	SELLING COST
<b>RETAIL SHOP PRODUCTS</b>	<b>AED</b>	<b>AED</b>
T-SHIRTS	22	60
GYM-SHORTS	27	80
WATER BOTTLES	15	40
PROTIEN POWDER	110	180
CREATINE	75	150

### 5.3 BREAK-EVEN POINT ANALYSIS

	Total	Membership	PT	Merchandise
Variable cost	230000			
Fixed Cost	1291572.3			

Units	140	100
Variable cost per unit	1642.857	1200
Avg Sp	4400	6000
CM per unit	2757.143	4800
Contribution	925629	386000
	480000	59629
Gap	365943.33	
Break even	132.7256	76.23819
	You need 133 members more to break even	You need 77 sessions more to break even

Based on the fixed costs, variable costs, selling price and contribution margin, a breakeven analysis was performed and the findings were that we need either 133 members more to breakeven or we need 77 PT sessions more to breakeven.

## 5.4 MASTER BUDGET

### 5.4.1 SALES BUDGET 2025

<b>Membership Revenue</b>						
Description	Units	Price per Unit	Total			
Monthly Membership	60	4800	288000			
Quarterly Membership	50	4400	220000			
Annual Membership	30	4000	120000			
	140		<b>628000</b>			
<b>Personal Training Revenue</b>				<b>Total</b>		
PT Packages	Units	Price per Unit	Total			
Monthly PT	100	6000	600000			
Annually PT	40	5500	220000			
	140		<b>820000</b>			
<b>Merchandise Revenue</b>						
Item	Units Sold	Selling Price	Total			
T-shirts	388	60	23280			
Gym Shorts	300	80	24000			
Water Bottles	257	40	10280			
Protein Powder	183	180	32940			
Creatine	130	150	19500			
	1258		<b>110000</b>			
<b>Total units sold</b>	<b>1538</b>					

## 5.4.2 SALES BUDGET 2026

<b>Membership Revenue</b>						
Description	Units	Price per Unit	Total			
Monthly Membership	100	4800	480000			
Quarterly Membership	50	4400	220000			
Annual Membership	50	4000	200000			
			<b>900000</b>			
<b>Personal Training Revenue</b>				<b>Total</b>		
PT Packages	Units	Price per Unit	Total	2111000		
Monthly PT	120	6000	720000			
Annually PT	50	5500	275000			
			<b>995000</b>			
<b>Merchandise Revenue</b>						
Item	Units Sold	Selling Price	Total			
T-shirts	650	60	39000			
Gym Shorts	600	80	48000			
Water Bottles	300	40	12000			
Protein Powder	400	180	72000			
Creatine	300	150	45000			
			<b>216000</b>			

In the year 2025 we sold 140 memberships, 140 PT sessions which brought us a revenue of 628000(40.3% of the revenue)and 820000(52.6% of the revenue) respectively. In the year 2026 we sold a total of 200 memberships, 170 PT sessions which brought us a revenue of 900000(42.6% of the revenue) and 995000(47.2%) respectively. Merchandise sales in the year 2025 brought us a revenue of 110000(7.1% of the revenue) and in 2026 216000(10.2%).

# 6 FINANCIAL PLAN

## 6.1 STARTUP FUNDING

The fitness centre is a startup that is self funded by its four founding members. Below we'll be showing the breakdown of the direct labour and the various expenses.

### 6.1.1 DIRECT LABOUR BUDGET 2025

	Monthly	Annual					
<b>Trainer 1</b>	<b>6000</b>	<b>72000</b>					
Trainer 2	6000	72000					
Trainer 3	6000	72000					
Trainer 4	6000	72000					
Trainer 5	6000	72000					
Trainer 6	6000	72000					
PT Commission (20% of PT revenue)		164000					
						<b>Fixed cost</b>	498240
				<b>596000</b>		<b>Variable cost</b>	164000
<b>Staff Benefits</b>							
Leave salary	36000						
Provision for Gratuity	30240						
	66240	<b>662240</b>					

### 6.1.2 STARTUP FUNDING TABLE

#### Startup Expenses

Expense Item	Amount (AED)
Rent Deposit	15,000
DEWA Deposit	10,000
Dubai Municipality Fitness Center Permit	10,000
Civil Defense / Fire & Safety Inspection	5,000
Ejari Registration – Commercial Lease	7,500
Professional Indemnity Insurance (Trainers)	8,000
Trade License (DED)	15,000
General Liability Insurance	10,020
Agency Commission	15,750
Pest Control	6,000
Music License	2,000
Miscellaneous Expense (Signage & Fit-out)	6,000
Visa & Immigration	27,000

**Total Start-up Expenses** **137,270 AED**

### **Startup Assets**

Asset	Amount (AED)
Furniture & Fittings	200,000
Gym equipment	250,000
Working capital reserve	147,357.8
Total Start-up Assets	597,357 AED

### **Total Startup Requirement**

Category	Amount (AED)
Total Start-up Expenses + Assets	734,627 AED

## 6.2 BALANCE SHEET 2025

BALANCE SHEET — AS AT 31 DEC 2025		
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash & Bank	198064.2	
Closing Stock	4069	
Rent Deposit	15000	
Dewa Deposit	10000	
Working Capital Reserve	147357.8	
		374491
<b>Non-Current Assets</b>		
Furniture and fittings	200000	
Less Depreciation	-20000	
	180000	
Gym Equipment (Cost)	250000	
Less: Depreciation	-50000	
	200000	
Net Property, Plant & Equipment		380000
<b>Total Assets</b>		754491
<b>LIABILITIES &amp; EQUITY</b>		
<b>Current Liabilities</b>		
Accounts Payable (30% of merchandise)	16332	
Provision for staff benefits	86102.33	102434.3
Owners' Equity		
Partners' Capital	736000	
Retained Earnings (Net Profit/Loss)	-83943.3	652056.7
<b>Total Liabilities &amp; Equity</b>		754491

## 6.3 INCOME STATEMENT 2025

We have presented the income statement for the year 2025 and 2026. From this we can understand that there has been an increase of about 2% in memberships, PT revenue

decreased by about 5%, merchandise sales increased by about 3%. There was an addition of 2 trainers in the year 2026 and we ended in a loss of 83943 in 2025 and a profit of 36929 in the year 2026.

<b>INCOME STATEMENT — YEAR ENDED 31 DEC 2025</b>	
<b>Revenue</b>	
Membership Revenue	628000
Personal Training Revenue	820000
Merchandise Sales	110000
Total Revenue	1558000
<b>Expenses</b>	
Direct Materials (COGS)	50371
Direct Labour (Salaries + PT Commissions)	662240
Operating Overheads	543050
Selling & Administrative Expenses	316282.3
Depreciation	70000
Total Expenses	1641943
<b>Net Profit / (Loss)</b>	<b>-83943.3</b>

## 6.4 INCOME STATEMENT 2026

INCOME STATEMENT — YEAR ENDED 31 DEC 2026	
<b>Revenue</b>	
Membership Revenue	900000
Personal Training Revenue	995000
Merchandise Sales	216000
Total Revenue	2111000
<b>Expenses</b>	
Direct Materials (COGS)	101500
Direct Labour (Salaries + PT Commissions)	974040
Operating Overheads	593000
Selling & Administrative Expenses	335530.1
Depreciation	70000
Total Expenses	2074070
<b>Net Profit / (Loss)</b>	<b>36929.86</b>

## 7 REFERENCES

Below is a list of the references that we have used for our project.

- <https://www.kenresearch.com/industry-reports/dubai-fitness-services-market?>
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