



**“THE WORLD OF FITNESS”**

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This is a business plan. It does not imply an offering of securities.

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# 1.0 EXECUTIVE SUMMARY

## 1.1 Introduction

*“Take care of your body. It’s the only place you have to live.”*

Who doesn't want to be healthier? All over the world, people from all walks of life are looking for convenient ways to improve their health and well-being.

In general, the history of sports and fitness business teaches us a lot about patience and smart long term planning. Without a long term vision and planning, no one could have ever been able to visualize the immense opportunities and the profits that this industry had in store for the future generations to come. And today the success of this business is solely dedicated to its strong historic evolution from being nothing to becoming the favorite global investment sector for the investors of today.

Throughout prehistoric time, man’s quest for fitness has been driven by a desire to survive and he did this through hunting. Festivals and social occasions made people travel for miles to neighbouring tribes to visit friends and family, where dancing and cultural games would often last several hours demanding a high level of fitness and consisting of various forms of physical activity. This then evolved to agriculture and farming and then to train men to be fit soldiers.

There was a time when people did wrestling in ‘akhadas’ and now they are going for international Olympics. Earlier people didn’t care much about their looks and fitness regime, but today in the age of internet, where everything is up on social media, people have actually started to take their fitness and looks seriously. As a result, they are inclining towards gyms and other sports activities. This has opened up a wide scope for the business of sports and fitness industry to flourish.

# 1.0 EXECUTIVE SUMMARY

## 1.1 Introduction

Growing awareness about personal health among the Indian population has led them to join health clubs and gyms or actively participate in different sports. Rising interests in these activities has fueled the market for sports and fitness in India.

Today fitness is driven towards health, well-being, good looks and confidence. Needless to say, the market is rich. Taking note of the opportunity that has opened up with the rise of e-commerce, we are launching **FITGOON**.

**FITGOON** is an e-commerce store that aims to be a one-stop shop for all the health, fitness and sports related products. It offers a range of nutrition, supplements, vitamins, equipments and accessories directly from certified importers and manufacturers to the end customer.

There are grey and fake products floating in the market affecting the consumers adversely. Half the Indian supplement market is flooded with fakes pumped with steroids. There is a tsunami of low quality and duplicate sports and fitness equipments and accessories in the market. That's why **FITGOON** is an effort to curb this menace.

By launching **FITGOON**, we are looking to better serve Indians who are becoming increasingly health and fitness conscious, but may not have access to good quality products.



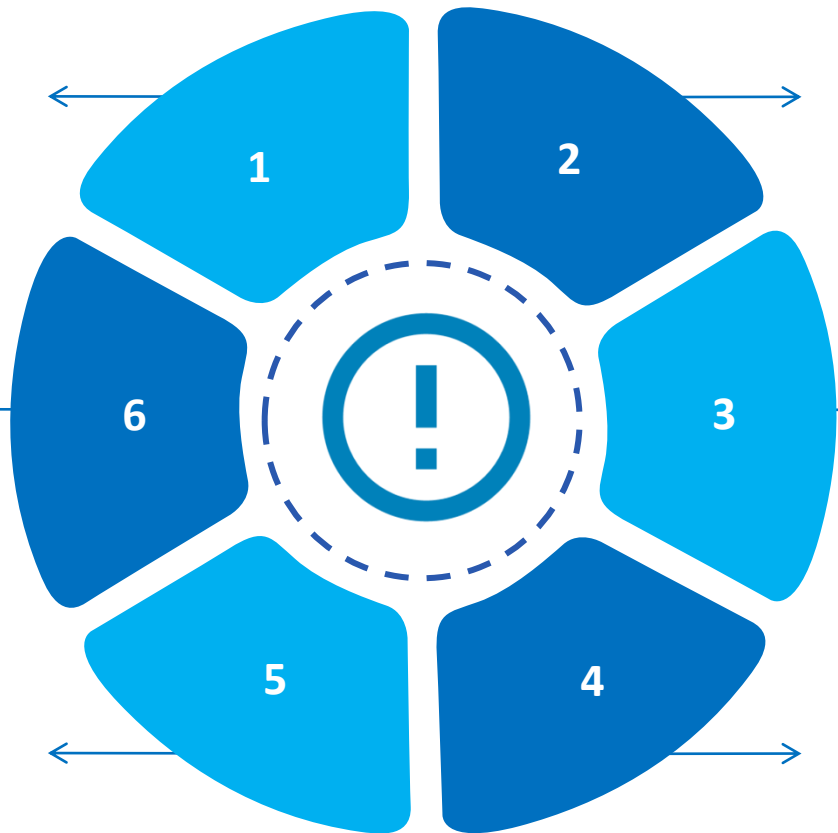
# 1.0 EXECUTIVE SUMMARY

## 1.2 Problems Faced By Manufacturers & Importers

The market today has been flooded with low quality products that have poor bio availability, and there has been reports of fake supplements being sold in the market. As these fake supplements are sold at a lower price, it becomes difficult for genuine product manufacturers to justify their price to the potential audience.

Countless duplicate sports and fitness equipments and accessories with similar packing, color, name, logo and design are spoiling the original brand's image as well as the overall business.

Storage and handling cost of sports and fitness equipments is very high resulting in distributors and retailers charging high cost.



Due to the availability of many fake products in the market, safety has remained as much of a concern as the indiscriminate use of these products, which are sold over the counter.

Negative publicity and false claims regarding product use have adversely impacted the credibility & reputation of the manufacturers, thereby hampering the popularity of dietary supplements.

The products become very costly due to indirect channels of distribution.

# 1.0 EXECUTIVE SUMMARY

## 1.3 Problems Faced By Customers

1

Consumers are still largely unaware of sports nutrition. In fact, some of them harbour negative perceptions about 'supplements'.

2

Consumers' reluctance also stems from the fear of adulteration — cases of counterfeit imports and products not approved under the Food Safety and Standards Authority of India (FSSAI) are commonplace.

3

There are fake and hazardous products available in the market at low prices. Price sensitive customers tend to overlook an obvious need to check the authenticity which may lead to serious repercussions on their health.

4

Genuine products are available at high prices due to the high margins charged by distributors and retailers.

5

Duplicate accessories like fitness bands, shoes, eyewear, sports watches etc. are making the customers fool.

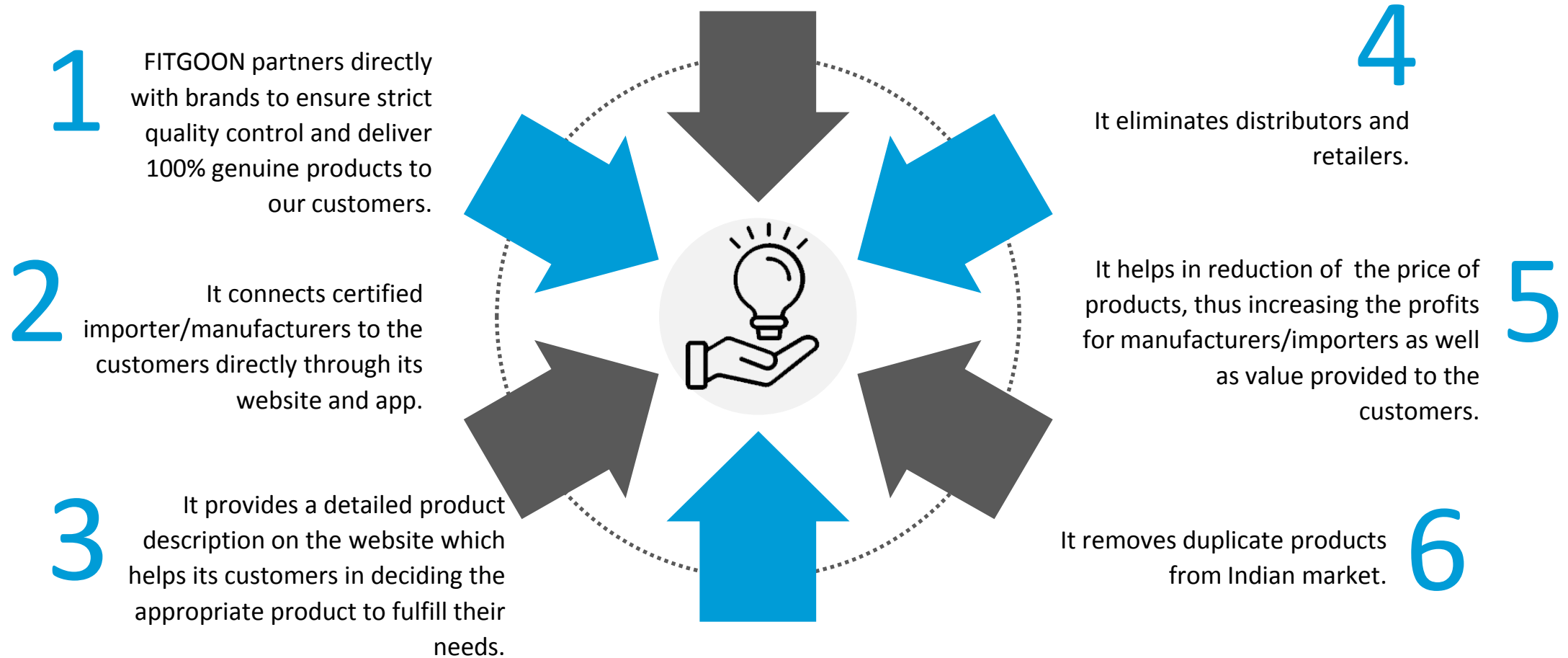
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Low quality sports and fitness equipments and accessories are having negative impact on the customers.



# 1.0 EXECUTIVE SUMMARY

## 1.4 Our Solution To The Problems

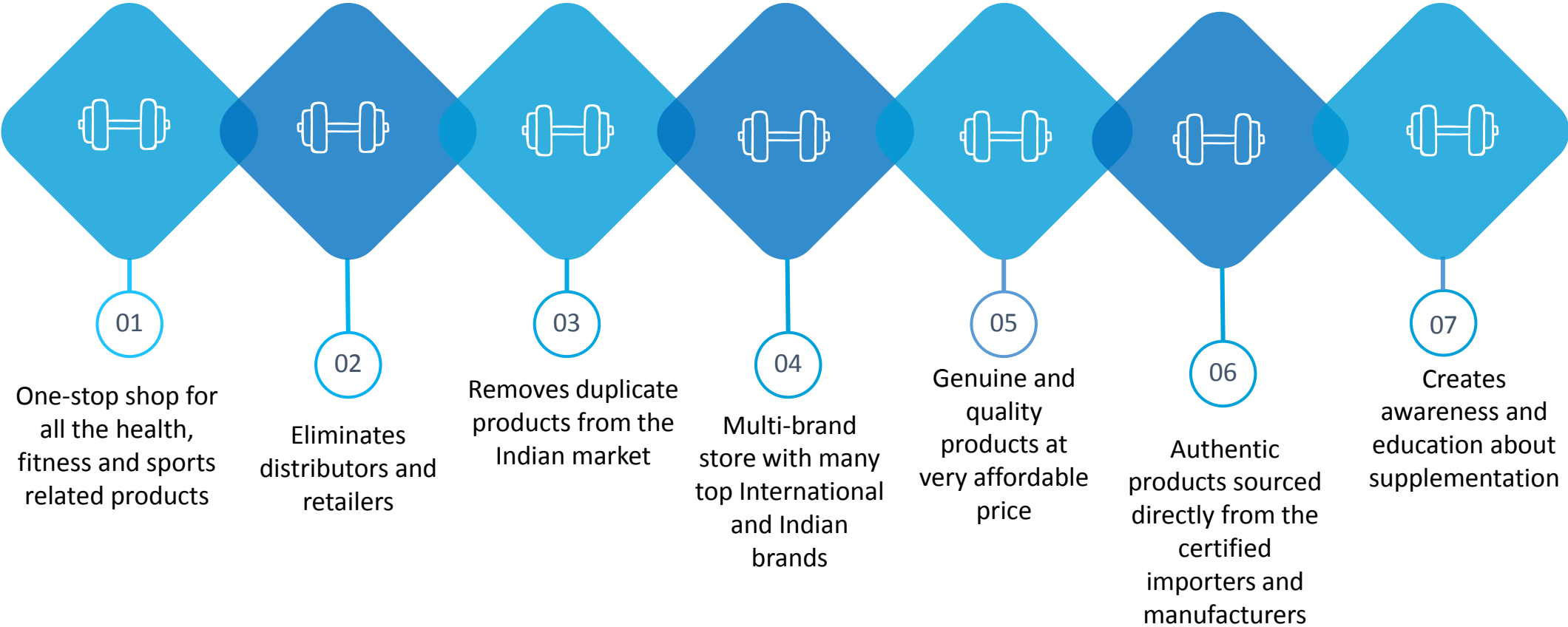


**That's how FITGOON solves the problems of customers as well as the sports and fitness goods industry and ensure availability of authentic, credible and quality products direct from manufacturers to customers.**



# 1.0 EXECUTIVE SUMMARY

## 1.5 Key Features



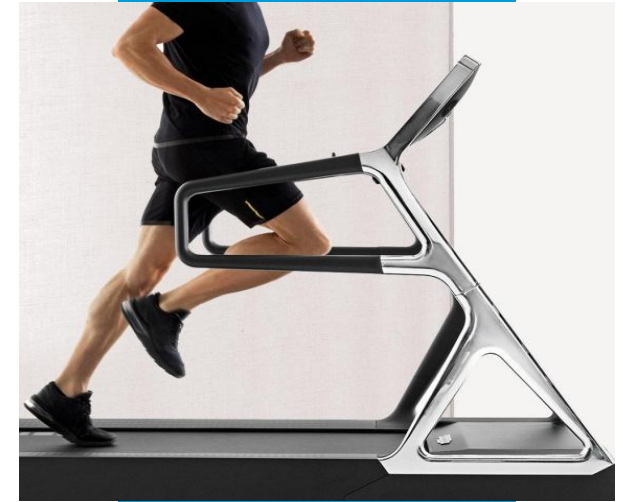
# 1.0 EXECUTIVE SUMMARY

## 1.6 Market Opportunities

Sports and fitness alone is considered to be one of the largest revenue generating businesses all over the world. It is a billion dollar industry which in itself and has many sub branches.

Long working hours with minimal physical movement have increased the prevalence of diseases such as obesity, cardiovascular disorders and diabetes in India. Rising awareness among the masses regarding the risks posed by these lifestyle diseases and the benefits of a fitness routine has led them to actively participate in different sports as well as join gyms and health clubs. Apart from this, improving purchasing power of urban consumers have encouraged them to invest in their wellbeing. As a result, home gym stations are continually gaining popularity as they allow users to work out in the comfort of their own homes. Furthermore, rising public and private investments for infrastructure development is another major factor strengthening the growth of the market. For instance, housing societies are now providing free access to facilities like gyms, swimming pools, and courts to their residents, which is expected to impel the demand for sports and fitness goods.

Rising young population base, growing physical fitness market like gyms and personal training centers and increasing focus on personal health is boosting dietary supplement consumption in India.



# 1.0 EXECUTIVE SUMMARY

## 1.6 Market Opportunities

Those living in small towns are exposed to social media including Facebook and Instagram which makes them want to look as good as others online. People living in small towns, cities, and villages also watch movies online and want to be thin and fit like their star idols.

Hence there is a dramatic change at the bottom of the pyramid in India and demand for fitness related services and nutrition is growing rapidly in this segment. Very soon the market for fitness services and nutrition in the hinterland will eclipse that in the largest cities. This is because India is primarily a bottom of the pyramid market; so naturally, huge opportunities exist in this market.

**On account of these factors, the Indian sports and fitness goods market value is anticipated to reach US\$ 6,054 Million by 2024, growing at a CAGR of 9.0% during 2019-2024. [1]**

Also, e-commerce industry is booming in India. In the last few years, if there is one industry that has taken centre stage in India, it is e-commerce. With the spread of education and increasing number of people becoming technology friendly, they are slowly gaining confidence in online services. Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce sector provides a lot of opportunities.

**The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. [2]**

# 1.0 EXECUTIVE SUMMARY

## 1.7 Market Players

HEALTH **HK** ART

**NUTRABAY**  
FEEL GREAT EVERYDAY

**neulife**  
believe. achieve.

**healthgenie.in**

**HEALTHXP**  
— JOY SENDS — STAY FIT —

**VitaminPlanet**  
AUTHENTICITY GUARANTEED

**fitlife**

**Khelmart.com**  
India's Trusted Sports Company

**ACME FITNESS**  
The Equipment Store

**BODY BUILDING INDIA**

**NUTRISTAR**

**amazon**

**Flipkart**



# 1.0 EXECUTIVE SUMMARY

## 1.8 Fund Requirement And Its Utilization

We are seeking a total investment of **INR 1.3 Million** , out of which **INR 1 Million** will be raised from the investors, and the owners and the promoters will contribute the balance **INR 0.3 Million**. The funds will be utilized towards the following:

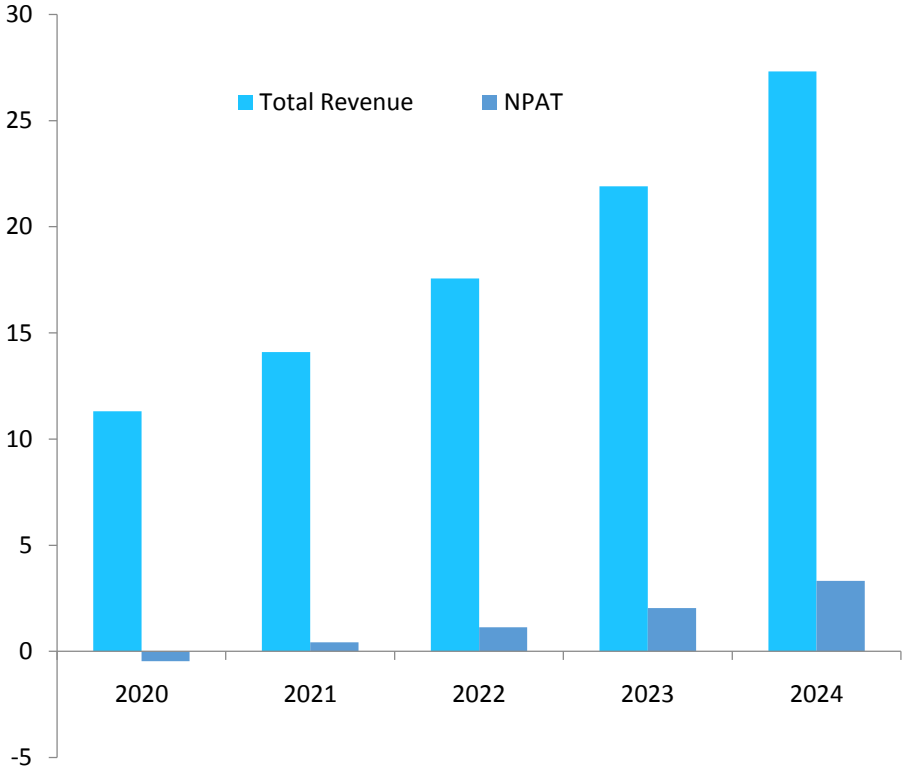
- Website and Application Development
- Marketing Expenses
- Working Capital
- Technology and Infrastructure Support Cost
- General and Administrative Expenses
- Consultancy Expenses
- Purchase of Assets

1.0 EXECUTIVE SUMMARY

1.9 Sales Growth And Revenue Projection

(Amount in INR Million)

Particulars	2020	2021	2022	2023	2024
Total Revenue	11.31	14.10	17.57	21.91	27.31
NPAT	(0.46)	0.42	1.13	2.04	3.32



# 1.0 EXECUTIVE SUMMARY

## 1.10 Management Team



**RISHABH SONI**

**CEO & DIRECTOR**



**ANKIT MALAIYA**

**MARKETING HEAD &  
DIRECTOR**



**SHIVAKANT SHUKLA**

**HR & ADMINISTRATION  
HEAD**



**SURYA PRATAP SINGH  
RATHOUR**

**COO**



## 2.0 VISION AND MISSION



### Vision

Our aim is to be a regional leader in fitness and sports related products, to be seen as the leader in terms of authenticity, quality and product range.



### Mission

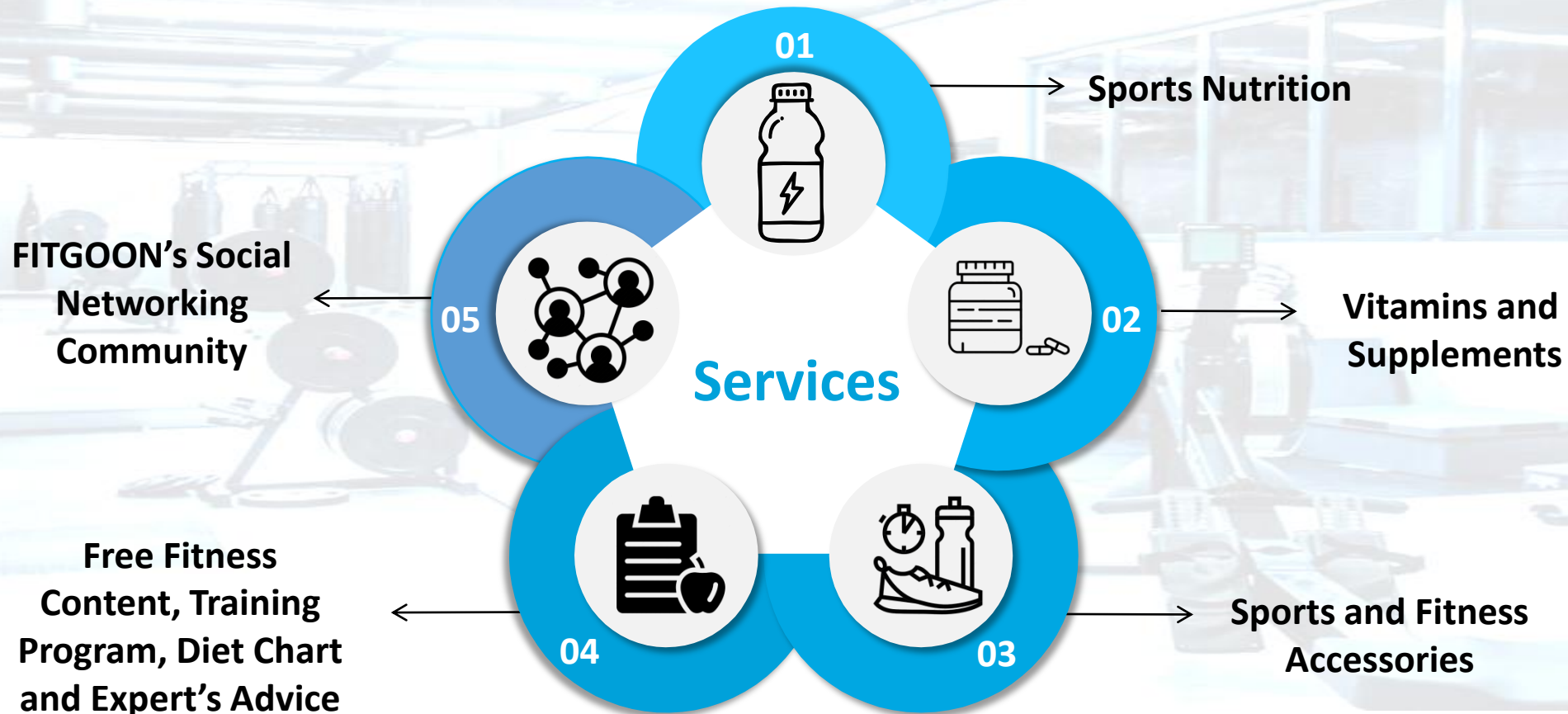
To empower and inspire people to live a healthier and more active life by providing high quality and genuine products at best prices.



# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.1 Product And Service Overview

**FITGOON** is an ideal platform for all nutrition, health and fitness products. It brings genuine and premium high-performance top nutritional products from various brands under one portal. Our product and service portfolio includes but not limited to






# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.1 Product And Service Overview



### Sports Nutrition

Good nutrition is vital for performance, whether you're a professional athlete or a weekend warrior. At **FITGOON**, we're all about genuine and unadulterated sports nutrition products that fairly strengthen performance.

-  **Proteins like whey proteins, casein protein**
-  **Gainers like weight gainers, mass gainers**
-  **Protein Foods like protein bars, protein cookies**

### Vitamins and Supplements

Dietary supplements are an affordable and effective way to ensure you and your loved ones are getting the daily recommended intake of essential vitamins, minerals and other important nutrients necessary for optimal health.

-  **Probiotics**
-  **Glucosamine Supplements**
-  **Omega Fatty Acids**
-  **Multivitamins**
-  **Fat Loss Supplements**

## 3.0 PRODUCT AND SERVICE DESCRIPTION

### 3.1 Product And Service Overview

#### Sports and Fitness Accessories

With the time, the awareness to stay fit and taking up a sport is rising. Although, at times it is seen that, more than the sport itself, the accessories associated with it, kick in and eventually end up being the motivating factor to pursue it. Fitness accessories really play an important role in keeping you healthy and fit & fine. Our range of accessories includes



**Bags**



**Fitness Bands**



**Shakers**



**Apparel**



**Gym Ball**



**Shoes**

#### Free Fitness Content, Training Programs, Diet Chart and Expert's Advice

In order to lead a healthy life, it is essential to follow a balanced diet. No single food provides all the calories and nutrients the body needs to stay healthy. That's why a balanced diet comprising of macronutrients like carbohydrates, protein and fat along with micronutrients such as vitamins and minerals, is recommended. **FITGOON** will provide free diet chart to its customers. To keep people healthier, it will also provide free fitness content and training programs. **FITGOON** will give its customers access to a panel of experienced and certified fitness experts and nutrition experts to answer any question that they may have with respect to their health and fitness. Customers can call or send emails to connect with these experts to have their queries resolved.

# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.1 Product And Service Overview

### FITGOON's Social Networking Community

Here is the **FITGOON's** own social networking community where people can meet a wide network of health and fitness conscious persons and they can share health and fitness related images videos, discuss the problems that they are facing, with the **FITGOON** community. **FITGOON's** experts will be there to help the people in the community. The idea is to ensure that the consumer can have information to live longer.














# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.2 Operational Model



# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.3 Business Model

Key Partners 	Revenue Streams 	Value Propositions 	Customer Relationships 	Customer Segments 
<ul style="list-style-type: none"><li>Manufacturers and Importers</li><li>Delivery providers</li></ul>	<ul style="list-style-type: none"><li>Commission on sale of products</li><li>Advertising</li></ul>	<ul style="list-style-type: none"><li>100% authentic and credible products</li><li>Quality Assured</li><li>Low Prices</li><li>Social networking community</li></ul>	<ul style="list-style-type: none"><li>24/7 active customer support</li><li>Social media</li></ul>	<ul style="list-style-type: none"><li>Health &amp; Fitness conscious persons</li><li>People buying apparel and shoes</li></ul>
Cost Structure 	Key Activities 		Channels Used 	Key Resources 
<ul style="list-style-type: none"><li>Advertising &amp; Business Promotional expenses</li><li>Technology &amp; Infrastructure support cost</li><li>Workforce maintenance cost</li><li>General &amp; Administrative expenses</li><li>YouTube sponsorships</li></ul>	<ul style="list-style-type: none"><li>Maintaining partnerships with manufacturers and importers</li><li>Sale of products</li><li>Managing delivery and payment process</li><li>Marketing</li></ul>		<ul style="list-style-type: none"><li>Mobile app</li><li>Website</li></ul>	<ul style="list-style-type: none"><li>Technology</li><li>Workforce</li><li>Land &amp; Building</li><li>Furniture &amp; Fixture</li></ul>



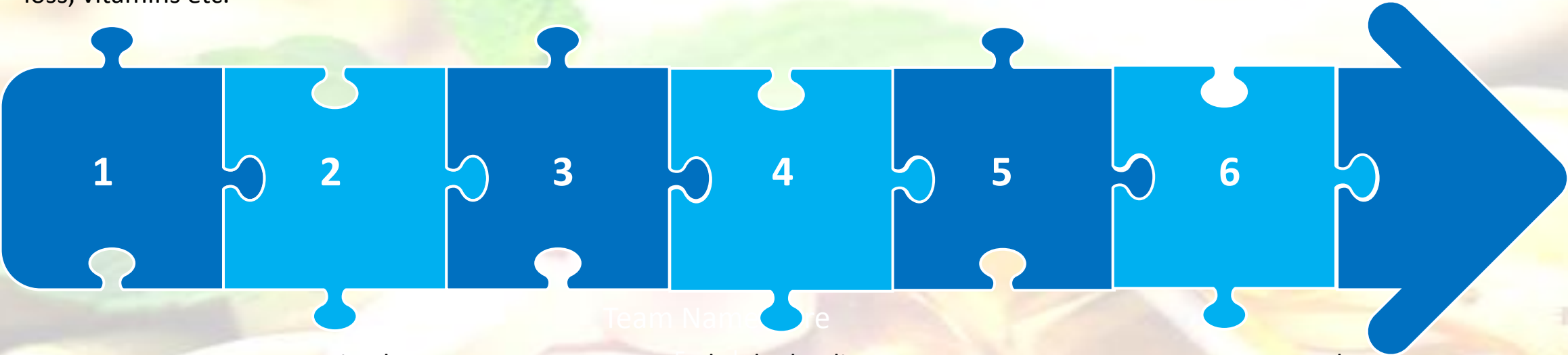
# 3.0 PRODUCT AND SERVICE DESCRIPTION

## 3.4 Future Plans

Increase the depth of subcategories such as sports nutrition, weight loss, vitamins etc.

To have more and more manufacturers and importers on our portal

To expand our social networking community



Expansion by backward integration - Manufacturing of products

To be the leading player in this industry

To aware more and more customers about authentic products



The market is **extremely concentrated** with few players who occupy the market share

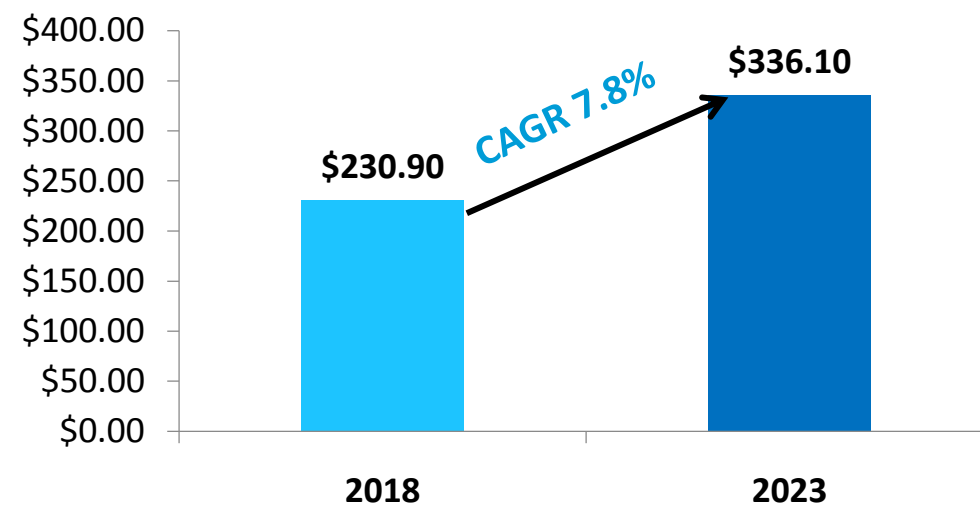
## 4.0 MARKET ANALYSIS

### 4.1 Market Overview

#### GLOBAL NUTRACEUTICALS INDUSTRY OVERVIEW

Nutraceuticals play a crucial role in modifying and maintaining physiological functions required for the proper functioning of the body. Nutraceuticals that contain antioxidants, probiotics, and polyunsaturated fatty acids help in managing health issues, such as obesity, cardiovascular diseases, cancer, cholesterol, osteoporosis, arthritis and diabetes. Therefore, there is a rapid increase in demand for nutraceuticals. The nutraceutical market includes vitamins and supplements, as well as functional foods and beverages.

#### Global Nutraceutical Market (in Billions)



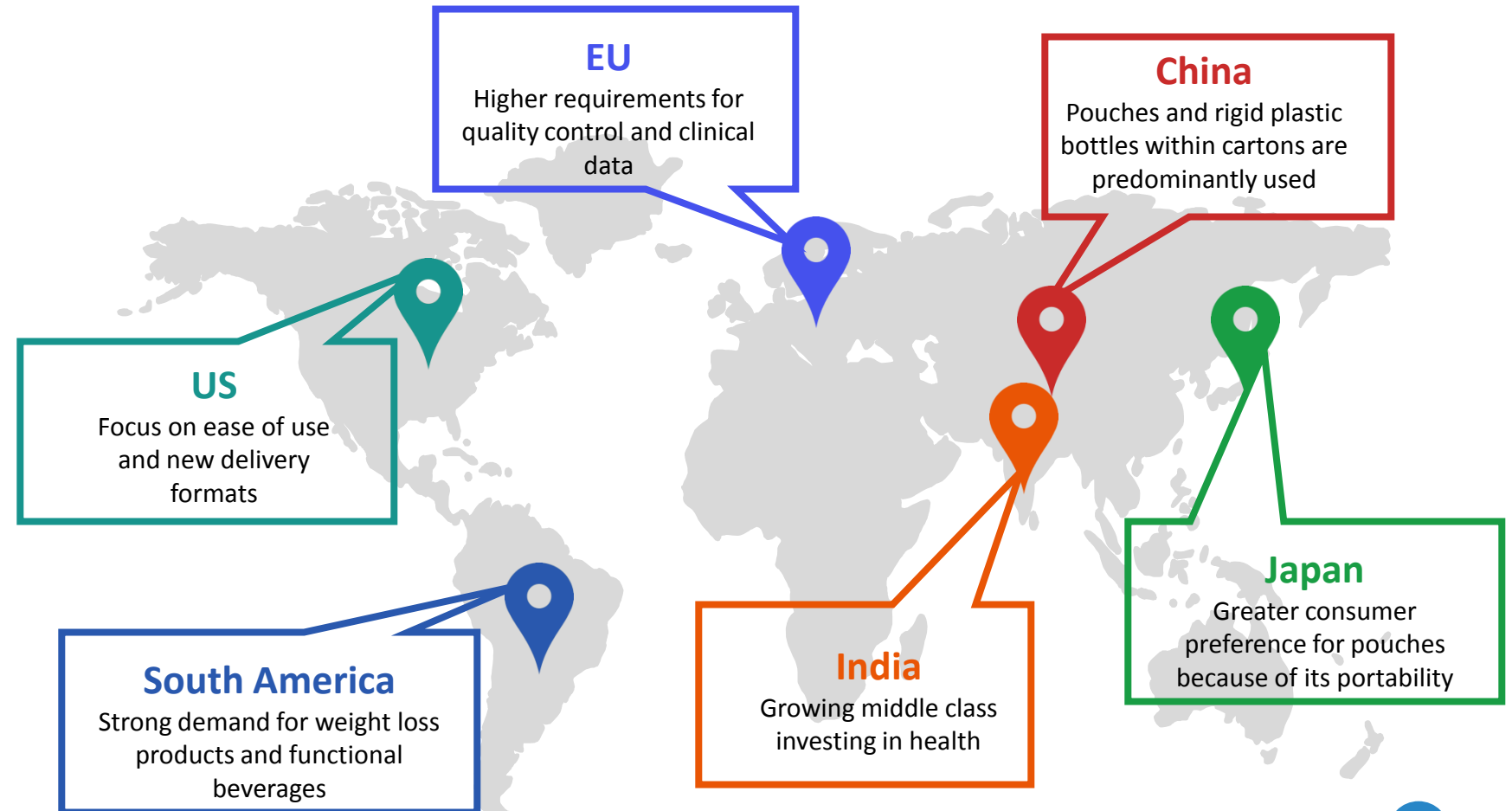
Consumers around the world are seeking alternatives to better health, suffer from pill fatigue, and look for more innovative foods and drinks that supply all their nutritional needs for exercise, weight management, digestive health, and general well-being. [3]

# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### GLOBAL NUTRACEUTICALS MARKET

“The global nutraceuticals market is driven by an established, growing class with disposable income to spend on filling nutritional gaps”



## 4.0 MARKET ANALYSIS

### 4.1 Market Overview

**The Asia Pacific market accounted for the largest share in the nutraceutical ingredients market.**

**The rapidly increasing product demand in India, China, and South Korea is helping in increasing the competition.**

This is attributed to the growing demand for fortified food due to the increasing health consciousness among consumers, rising incidences of chronic diseases, and mandates on food fortification by government organizations. However ingredients and raw material contamination, low awareness among the geriatric population and unclear regulatory guidelines are hampering the market.

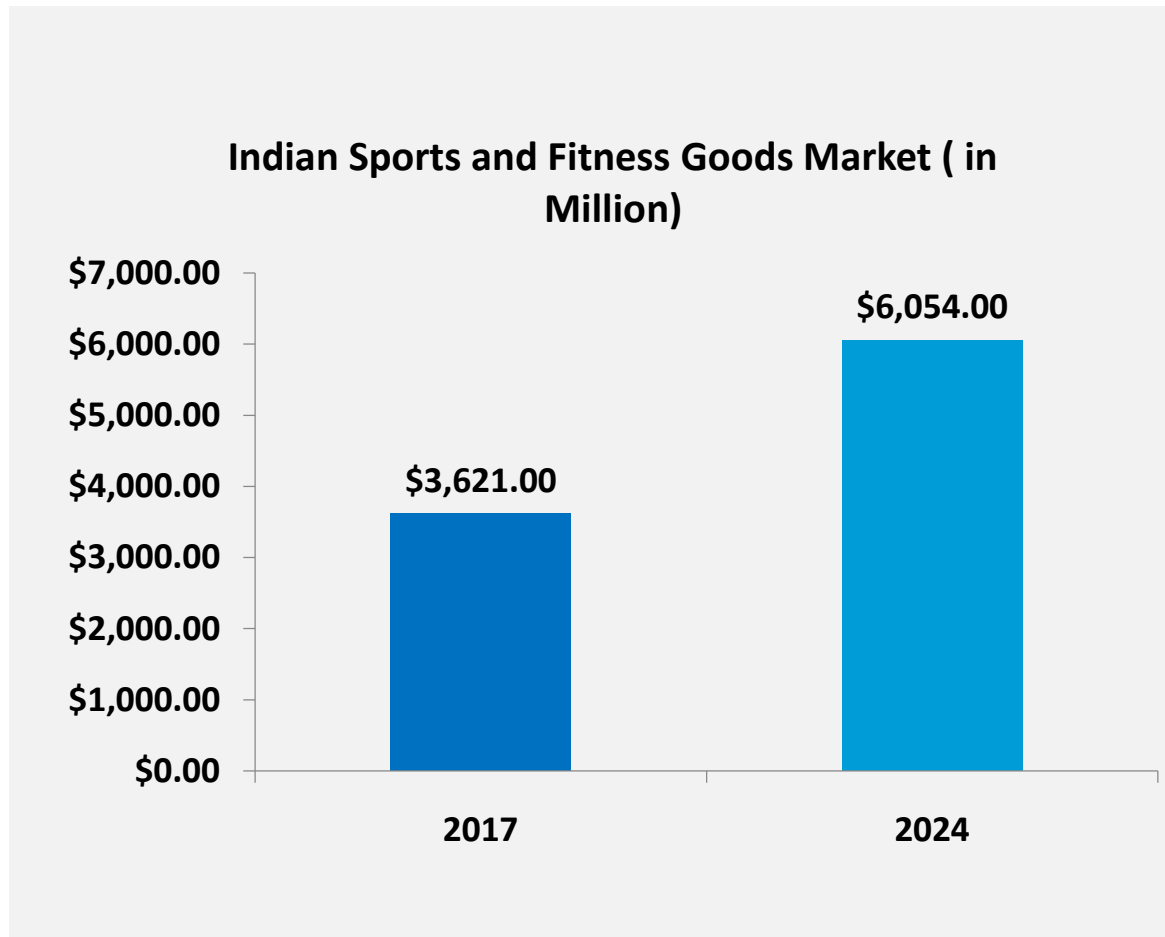
This is attributed to the presence of a large consumer base for food, beverages, dietary supplements, personal care products, and feed. Further, rising incomes, increasing purchasing power, and growing consumer demand for nutritional & health products are projected to offer promising prospects for the growth and diversification of the nutraceutical industry in the region. Additionally, the increasing prevalence of health-related problems is projected to drive the market for nutraceutical ingredients. Expansion of the retail sector in emerging economies such as China, Indonesia, Malaysia, and India, in light of increasing regulatory support, is expected to increase accessibility to buyers.

Improving the distribution networks and ensuring the availability of products among consumers are becoming the primary focus of vendors. As more companies are targeting online platforms to promote their products through visual representations, blogs, videos, and images, there has been an increase in advertising and marketing activities in the nutraceuticals market.






# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### INDIAN SPORTS AND FITNESS GOODS MARKET



### SPORTS AND FITNESS GOODS

-  Equipment like treadmill , balls , protective gear
-  Wearable like smart watches
-  Clothing like swimsuit, t-shirts
-  Nutrition Diet like protein supplements
-  Education like professional trainers

Growing at a CAGR of 9.0% during 2019-2024.[\[4\]](#)

# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### INDIAN SPORTS AND FITNESS GOODS MARKET

India represents a large customer base for sports goods. The population of India in **2017 was around 1.3 Billion** which is equivalent to around **18%** of the total world population. Moreover, a large share of its current population is represented by the young generation (the age group 15-29 years constitutes more than a quarter of the total population of India) which is the target consumer base for sports and fitness products.

Social media has largely grown to encompass a major proportion of the Indian population and is acting as a catalyst in driving the growth of the sports and fitness sector. Moreover, many sportspersons also use this social media to connect with their fans and endorse their brand affiliations which helps in the promotion of various sports and fitness goods. Moreover, sports franchises in India are taking several initiatives to raise fan engagement, this includes starting a fan page on the official website, arranging a meet up with team players and, organising training camps and talent hunt programmes.





# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### INDIAN SPORTS AND FITNESS GOODS MARKET

Another major trend catalysing the demand of sports and fitness goods is the rising public and private investments in infrastructure development. The government has been upgrading various existing stadiums, parks, clubs and health centers and many new ones are coming up. Private investment in infrastructure have also increased significantly with all major residential societies coming up with clubs, gyms and ample space for doing outdoor sports. The infrastructure in schools, colleges and other institutions are also being upgraded with facilities such as gyms, swimming pools, stadiums, courts, etc. With more and more individuals now having an access to such facilities the demand of sports and fitness goods is also increasing.

India's economic growth has resulted in a continuous growth in disposable incomes. As a result, consumers have started focusing on personal wellbeing apart from pre-requisites. This has resulted into an increase in the demand for gyms, fitness centres, and other fitness related activities. An increasing problem of obesity is also driving consumers towards gyms and fitness centres.



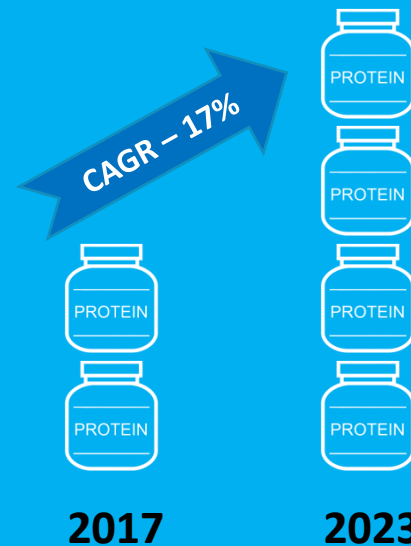
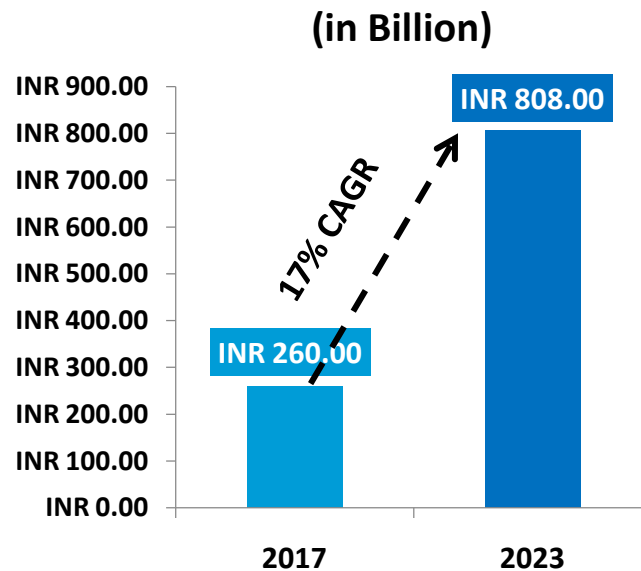


# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### INDIAN NUTRACEUTICAL MARKET

Indian nutraceuticals market growth is driven by increased health awareness and pulled back by inconsistent protocols.<sup>[5]</sup>



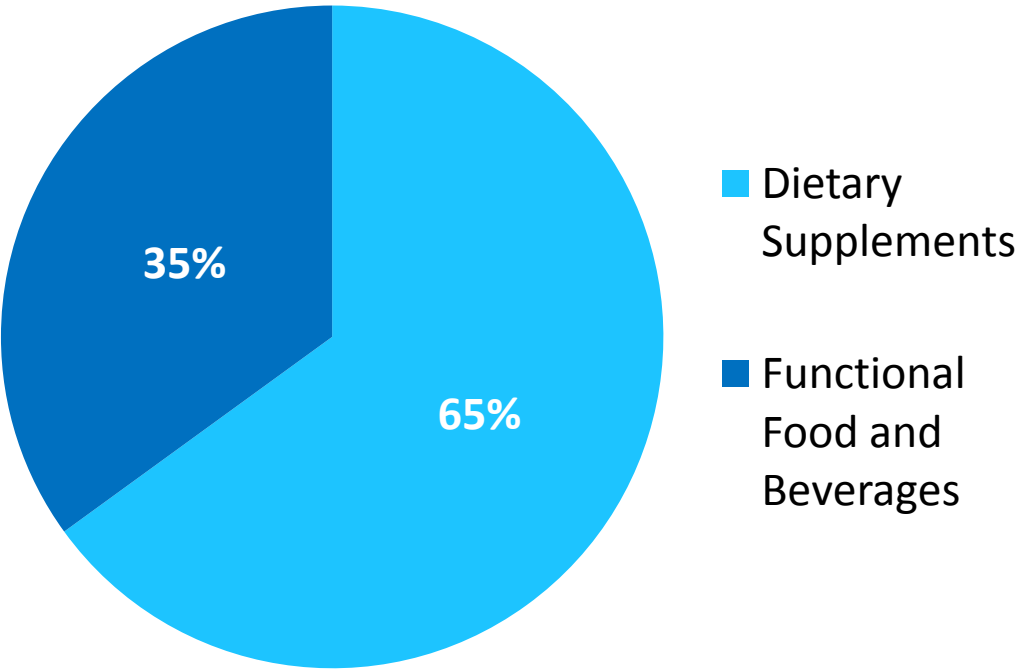
People are becoming health conscious, causing a rapid surge in demand for dietary supplements that will drive nutraceuticals market growth. However, inconsistent and unclear regulations governing the nutraceuticals products could hinder the market growth.



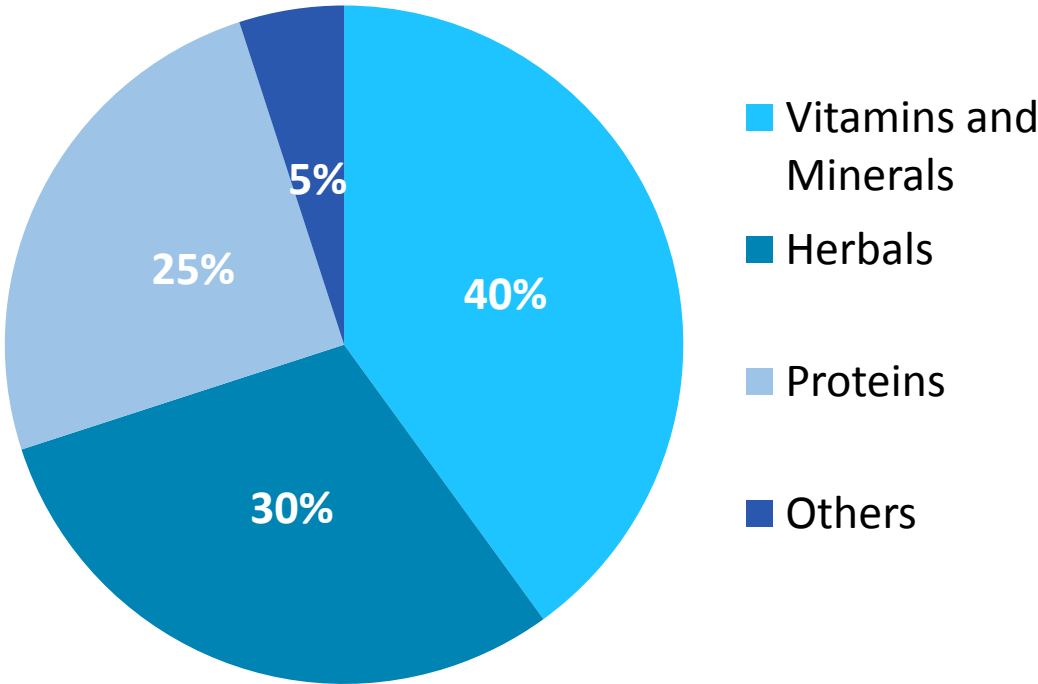
# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### INDIAN NUTRACEUTICAL MARKET



Cardiac, anti-diabetic, dermatology, vaccines, vitamins, minerals and nutrients are the fastest growing segments in the dietary supplements market.



The urban population in India that resides in metro cities predominantly consumes protein supplements.

# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### PENETRATION LEVEL OF NUTRACEUTICALS IN INDIA



**Urban**  
**22.15%**



**Rural**  
**6.32%**

Urban penetration is more since demand for protein supplements is increasing among the urban youth because of enthusiasm regarding maintaining fitness and building a strong physique. Increase in purchasing power and rising disposable income have prompted Indians to be more conscious about their health and adopt diets that ensure adequate consumption of nutritional supplements.



# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### Key Growth Drivers Of The Market



Fitness as a market is expanding. From the Prime Minister promoting yoga to people feeling the need to get fit, to rise in the number of gyms and yoga centres, all these are clear indicators that the market is growing.

Rapid digitization and an increase in social media usage have increased awareness regarding nutrition care and improved access to vital information. Changing lifestyles is increasing the incidence of several diseases such as diabetes, blood pressure, obesity, and cardiovascular problems, among others. In urban areas, higher-income groups are the main consumers of dietary supplements and this will grow at a considerable rate. Moreover, rising health consciousness, rapid growth of the e-commerce market and rising per capita income are driving the growth of the dietary supplements market in India.



## 4.0 MARKET ANALYSIS

### 4.1 Market Overview

#### Key Trends In The Market

Dietary supplements manufacturers are providing an increasing amount of information to customers to make them aware about their products. Market players are currently undertaking a number of measures to win customer trust and improve overall quality standards in the industry. Consumers prefer dosages in the form of capsules since they are easier to swallow and offer more formulation flexibility. Liquid encapsulation is one of the emerging technologies and it provides superior safeguarding of the ingredients through moisture protection.

#### Key Challenges In The Market

##### The lack of clear regulatory framework:

Nutraceuticals as a segment has been a major challenge to the growth and wide spread acceptance of nutraceuticals in India. The lack of consistent regulation in this segment is a major challenge.

##### Trust worthiness:

The biggest challenge facing the nutraceutical industry, however, lies in its ability to change the perception of it being a grey area. There have been instances of fake or counterfeit products which are unregistered and unapproved, and it has led to skepticism from consumers as well as industry trade community.



# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### E-COMMERCE INDUSTRY IN INDIA

The e-commerce has transformed the way business is done in India. Much growth of the industry has been triggered by increasing internet and smartphone penetration.

India's internet economy is expected to double from **US\$125 billion** as of **April 2017** to **US\$ 250 billion** by **2020**, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from **US\$ 39 billion in 2017 to US\$ 120 billion in 2020**, growing at an annual rate of 51 per cent, the highest in the world. [6]



#### Indian E-commerce Market

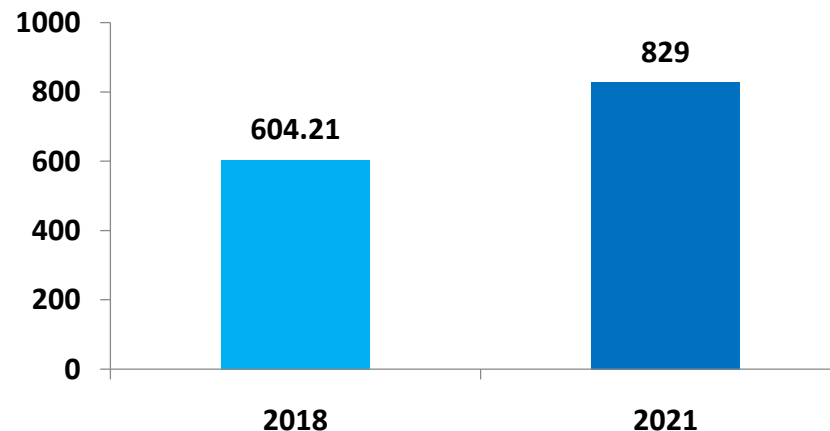


**2017**  
**US\$ 38.5 billion**



**2026**  
**US\$ 200 billion**

#### India's Internet User Base (in Millions)













# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

E- Commerce has made it easier for top American brands to reach Indian customers and has emerged as one of the fast-growing trade channels available for the cross-border trade of goods and services.

There is a growing appetite for international brands and better-quality foreign products amongst digitally connected Indian shoppers due to rising income levels and increased awareness. Several categories including –

-  **Lifestyle Products**
-  **Consumer Electronics**
-  **Clothing**
-  **Footwear**
-  **Jewelry And Accessories**
-  **Health And Beauty**
-  **Household Goods**
-  **Art And Collectibles**
-  **Event Tickets And**
-  **Online Music, are doing well for online sales**





# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### Growth Triggers –

Increasing internet and smartphone penetration and by 2022, smartphone users are expected to reach 859 million and e-commerce sector expected to grow 1,200 per cent by 2026.

### Attractive Opportunities –

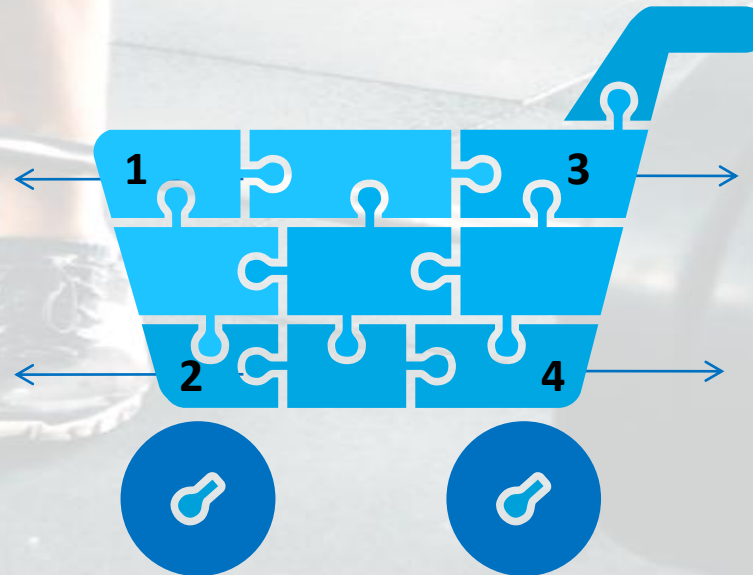
Attractive Opportunities - A lot of India's blue-chip PE firms are looking for opportunities in the sector.

### Policy Support –

100% FDI allowed in B2B E-commerce, 100% FDI under automatic route is permitted in marketplace model of E-commerce.

### Increasing Investments –

E-commerce and consumer internet companies in India received more than US\$ 7 billion in private equity and venture capital in 2018.



# 4.0 MARKET ANALYSIS

## 4.1 Market Overview

### ROAD AHEAD

-  The e-commerce industry has been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well.
-  The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034.
-  Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector.
-  The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by e-chequers, and provide better products and services to customers in the long-term.

# 5.0 COMPETITIVE ANALYSIS

## 5.1 Our Competitors

HEALTHKART

1

HealthKart, a part of Bright Lifecare Pvt. Ltd. is an online portal for Dietary supplements and health devices in the Health care industry in India. HealthKart was founded back in 2011 by two entrepreneurs Sameer Maheshwari and Prashant Tandon. It is headquartered in Gurgaon. [\[7\]](#)

**neulife**  
believe. achieve.

3

Headquartered in New Delhi, Nutrabay is online nutrition and supplement store with a wide range of products for health, wellness, fitness & bodybuilding, making them easy to purchase & accessible all over India. Founded in 2016, Nutrabay specialises in fitness & wellness. [\[8\]](#)

Founded by Samit Gupta in 1999, Neulife is an online shop for health supplements and sports nutrition products in India. Neulife's headquarters is located in Mumbai, Maharashtra. [\[9\]](#)

## 5.0 COMPETITIVE ANALYSIS

### 5.1 Our Competitors



4

Founded in July 2011, Healthgenie is an online shopping store for healthcare & fitness products for men, women, and kids. Headquartered in New Delhi, Healthgenie was found by Manu Grover. [10]

5



Founded in 2014, HealthXP is an e-commerce store run by Xpressshop Online Store. It is an online health and nutrition store. It is headquartered in Mumbai. Customers can purchase a wide range of dietary supplements from the website and also read articles on fitness and workouts. They can find free fitness plans to adopt as well. [11]



6

Vitamin Planet offers a large range of genuine health products across categories and all major brands. It is headquartered in Mumbai, Maharashtra. [15]



## 5.0 COMPETITIVE ANALYSIS

### 5.1 Our Competitors



7

Fitlife is an online web store for sports and bodybuilding supplements. It is a wholly owned subsidiary of Bukalo India Pvt. Ltd. It is headquartered in Gurugram, Haryana. It provides a wide range of imported and Indian nutritional supplement brands.

[12]



9

8




Khelmart is founded by Sumit Garg in year 2013. It offers a range of sports goods such as cricket bats, ball, other cricket equipments, badminton racquets, badminton shuttle, volleyball, cycling , boxing, fitness equipment, dietary nutrition etc. [14]


Established in 1996, ACME Fitness provides fitness solutions to the Indian market. It is a complete provider of personalized fitness solutions to a pan-Indian growing community covering not just home users and corporates, but also leading athletes, sporting clubs, gyms, health clubs and more. [13]

## 5.0 COMPETITIVE ANALYSIS

### 5.1 Our Competitors

The logo for Body Building India, featuring the words "BODY BUILDING INDIA" in a stylized, blocky font. Below the text is a small graphic of a barbell.

10



Conceived by Dr Randhir Hastir, world-renowned bodybuilding guru, Body Building India has been a platform which benefits everyone who is involved in any type of sport by providing them guidance to improve their lifestyle, exercise appropriately, make the correct dietary choices and buying authentic supplements. [\[17\]](#)

11

The logo for Nutristar, featuring a stylized orange and yellow 'N' followed by the word "NUTRISTAR" in a bold, sans-serif font.

Nutristar, owned by Elite Deals, provide a wide range of products, including Whey protein, mass gainers, fat burners, and any other supplements that a person need as a part of muscle building, fitness, and recovery process. [\[16\]](#)

## 5.0 COMPETITIVE ANALYSIS

### 5.1 Our Competitors

The Amazon logo, featuring the word "amazon" in a black sans-serif font with a curved orange arrow underneath it.

12



Launched in June 2013, Amazon India is a fully-owned subsidiary of US based e-commerce giant Amazon, Inc. Amazon India currently offers millions of products on its platform and has millions of registered users. [18]

13

**Flipkart**

Launched in 2007, Flipkart is one of India's leading e-commerce marketplaces, with headquarters in Bengaluru. As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, and the list goes on. [19]





## 5.2 Pricing Strategy

**Pricing is critical, but a complicated aspect of a business.**



**FITGOON** is new in the market so its focus is to take over the market and expand the business. Prices are lower as we are sourcing products directly from the manufacturers and importers, without any middlemen or 3rd party sellers.

We will ensure our prices are competitive enough to withstand the market. Deep discounting incentives will also form part of our pricing strategy as well as a marketing strategy. We will not strive to be the lowest priced business, but we aim to be the value leader for our customers.



## 6.0 MARKETING PLAN

### 6.1 Marketing Strategies

#### TARGET CUSTOMER

**FITGOON** targets the whole of the Indian market. It delivers to all over India as it has tied up with some of the best delivery services. Majority of the customers are those who find it convenient to purchase anything online rather than visiting the physical outlet in order to save time & money. The average urban & semi-urban Indian is becoming more conscious about health & fitness and thus they are the target customers of **FITGOON**.

#### OUR OBJECTIVE

- Establishing “**FITGOON**” as a renowned nutraceutical segment brand
- Provide a boost to social networking community growth
- Tap hidden markets
- Increase tie-ups with manufacturers and importers
- Associate **FITGOON** with great value and quality
- Create awareness about supplementation and health

#### MODE OF MARKETING

We will utilize both the platforms, online as well as offline to promote **FITGOON**. We intend to create and maintain a marketing campaign that will ensure the maximum visits to **FITGOON**'s website and app.



# 6.0 MARKETING PLAN

## 6.1 Marketing Strategies

### OFFLINE MARKETING

#### PARTICIPATING IN FITNESS AND SPORTS EVENTS

There are various sports and fitness events held around us and we can have our participation in the events. We can sponsor such events to promote our business. Through events, we can showcase our products and services to a large audience.



# 6.0 MARKETING PLAN

## 6.1 Marketing Strategies

### ONLINE MARKETING



#### YOUTUBE

In the world of marketing, YouTube sponsorships between brands and creators are a growing trend that shows no signs of slowing down. Sponsorships are an effective outlet because of YouTube creators' close relationship with their engaged community of viewers plus, video content is a fantastic way to showcase our products or services visually to potential customers.

Our customer segment and target audience are available on YouTube, where we can reach all of them at nominal cost and make our services and products accessible to the customer through YouTube. We are confident that with our efficient and robust marketing strategies we will be able to reach and serve a wider customer base.

That's why **FITGOON** will collaborate with fitness influencers of YouTube to enhance its customer base and spread the word of its products to a wider customer segment and that too inexpensively. The major benefit of collaborating is that viewers watching their favorite YouTuber promoting **FITGOON's** products and services will easily establish a trust for the **FITGOON** as well as for the brands listed on it.

Also a promotional code will be provided to YouTubers by **FITGOON**, the customer will use that code to get a fixed discount and a certain commission will be given to the YouTubers.

Our business policy, which takes full care of the benefit of YouTubers along with the benefit of our customers, we are confident that in this campaign, along with our support on YouTube, we will gain money and that, this strategy will play an important role in our success.

# 6.0 MARKETING PLAN

## 6.1 Marketing Strategies

### FITGOON'S WEBSITE & APP



Here will be **FITGOON's** own social networking community where people can meet a wide network of health and fitness conscious persons and they can share health and fitness related images videos, discuss the problems that they are facing, with the **FITGOON** community. **FITGOON's** experts will be there to help the people in the community. The idea is to ensure that the consumer can have information to live longer. We will promote this community by giving gifts to the active members. Members will start spreading the community and will result in the promotion of **FITGOON**.



# 6.0 MARKETING PLAN

## 6.1 Marketing Strategies

### SOCIAL MEDIA ENGAGEMENT



Firstly, it's important to target social media sites where your target audience is already spending their time. So initially we will promote our website and app through various social media channels like Facebook, Instagram, Twitter, and Pinterest. We will post interesting articles about health and fitness. Also, we will advertise **FITGOON** on social media. By this people will come to know about **FITGOON** and will share it with others. It will help build credibility and trustworthiness. This will increase awareness of our products and services.

### EMAIL MARKETING



We will be sending mails to request business, or solicit sales, and to build loyalty, trust, or brand awareness. Rather than blasting every email to entire email list, segmentation will be used to send emails only to those subscribers we think will be the most interested in that content, resulting in higher conversions. Marketing emails will be sent to a purchased lead list.



# 6.0 MARKETING PLAN

## 6.1 Marketing Strategies

### HYPER PERSONALISATION

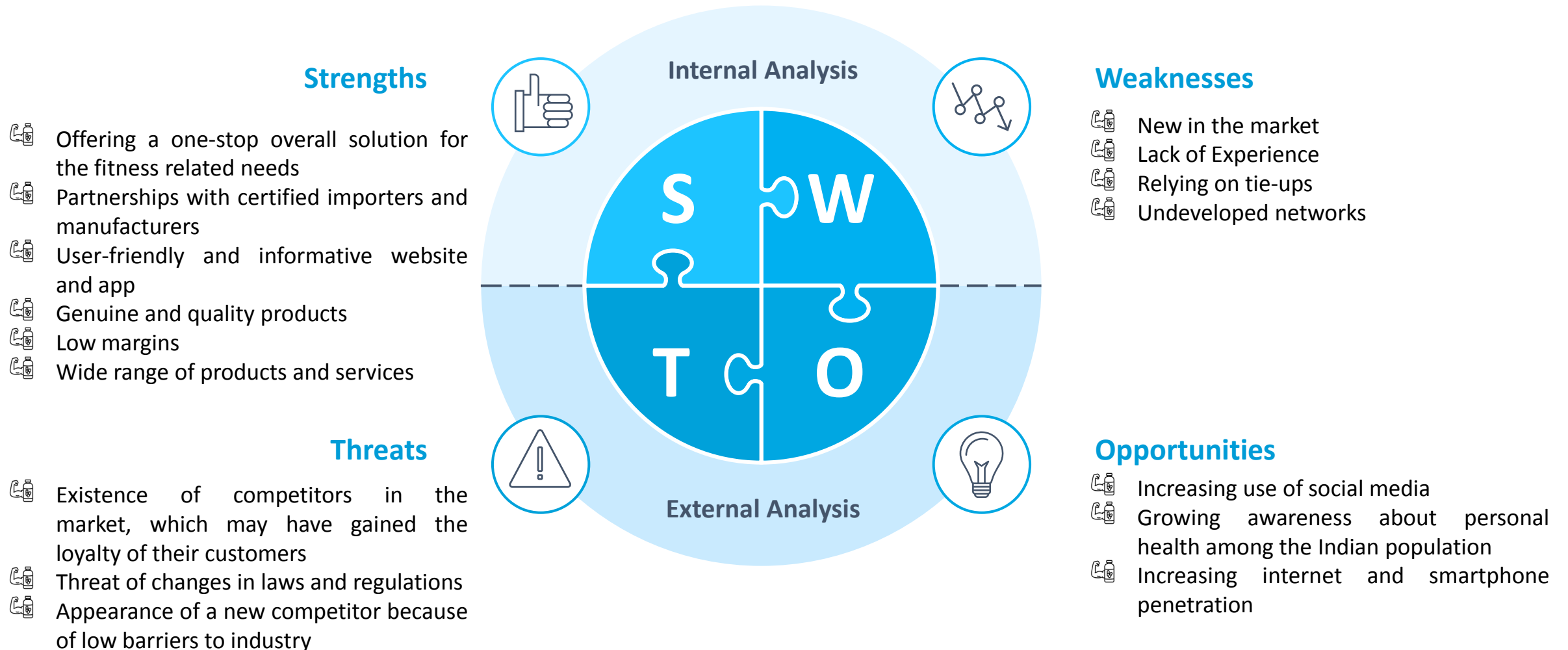


Gone are the days of adding a first name to an email opening line — it's simply not enough anymore. Today's consumers expect a heightened level of personalization — products, communication, and marketing tactics explicitly tailored to their individual preferences. That's why we will go for Hyper Personalisation. We will leverage advanced technologies — such as AI, machine learning, and IoT enabled devices and real-time data to supply more relevant content, product, and service information to every user. It's more involved, complex, and useful than traditional personalisation because it goes beyond basic customer data.



# 6.0 MARKETING PLAN

## 6.2 SWOT Analysis



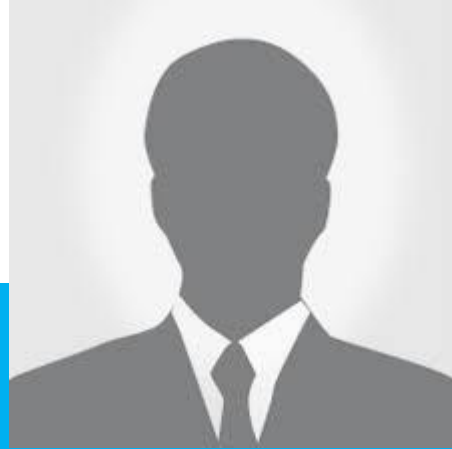
## **7.0 MANAGEMENT TEAM**



**MR. JOGESH SONI**

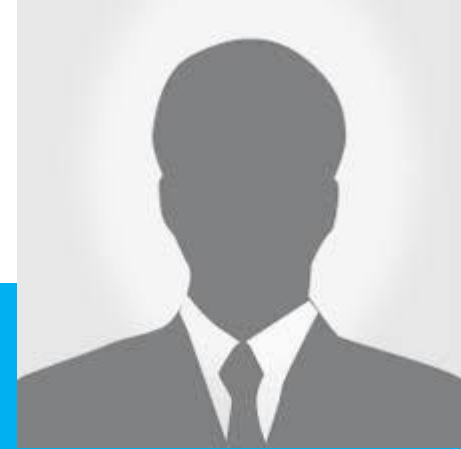
**CTO**

**SENIOR SOFTWARE  
ENGINEER**



**PRATHAM SINGH LODHI**

**ACCOUNTING & FINANCE  
HEAD**



**SHIVAM SONI**

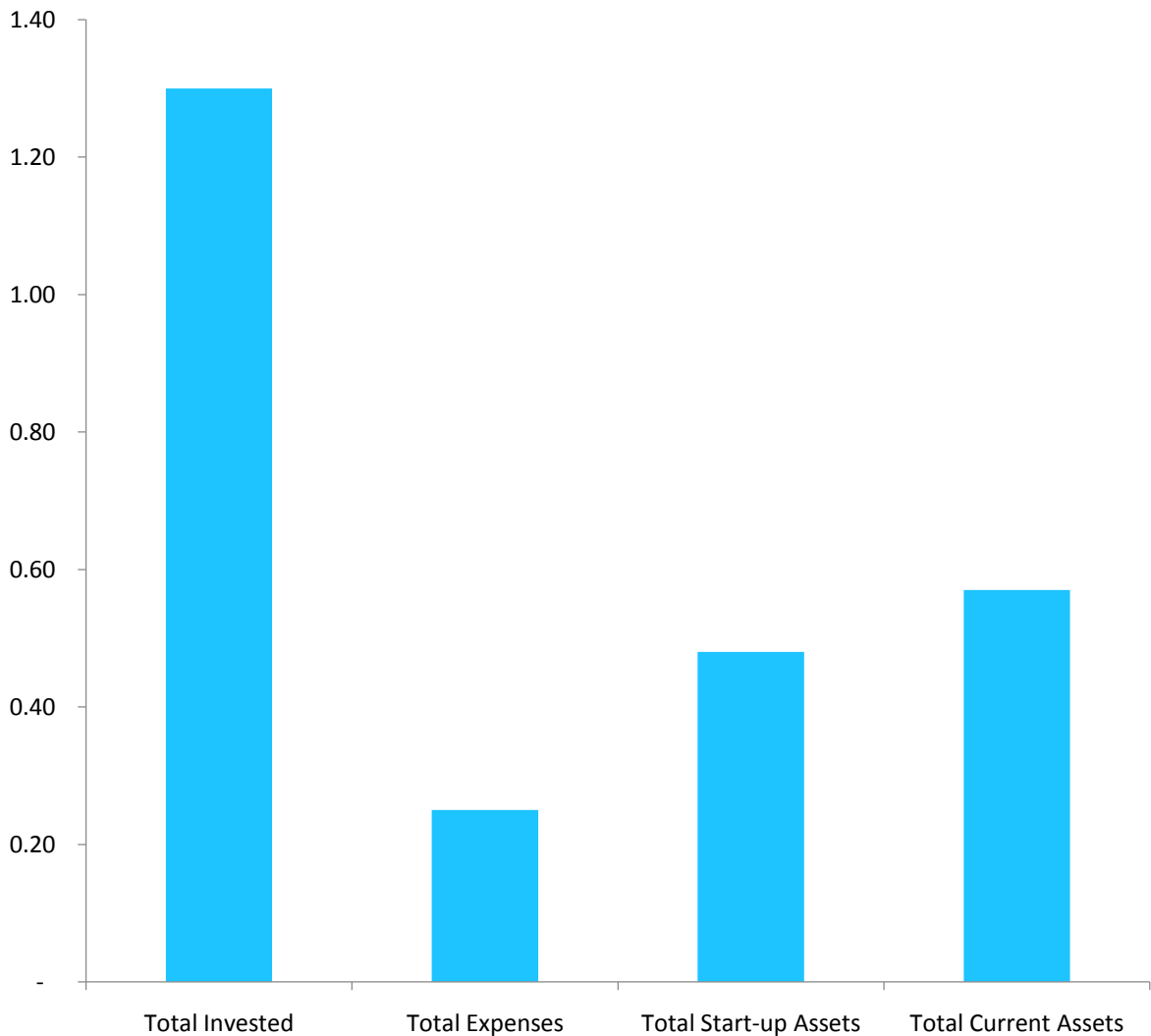
**PRODUCT & SALES HEAD**

# 8.0 FINANCIALS

## 8.1 Start Up Table

(Amount in INR Million)

S.NO	Description	Amount
I	<b>Total Invested</b>	<b>1.30</b>
	Investors Fund	1.00
	Owners Fund	0.30
II	<b>Start-up Expense:</b>	
1	Consultancy Expenses	0.10
2	Registration Expenses	0.01
3	Research Expenses	0.03
4	Pre Launch Marketing Expenses	0.07
5	Logo Designing	0.01
6	Payment Gateway Charges	0.04
	<b>Total Expenses</b>	<b>0.25</b>
III	<b>Start-up Assets:</b>	
A	<b>Tangible Assets:</b>	
1	Printer	0.02
2	Computer	0.10
3	Furniture and Fixtures	0.03
	<b>Total Tangible Assets</b>	<b>0.14</b>
B	<b>Intangible Assets:</b>	
1	Trademarks	0.01
2	Website and Software	0.33
	<b>Total Intangible Assets</b>	<b>0.34</b>
IV	<b>Current Assets:</b>	
1	Cash in Hand	0.57
	<b>Total Current Assets</b>	<b>0.57</b>

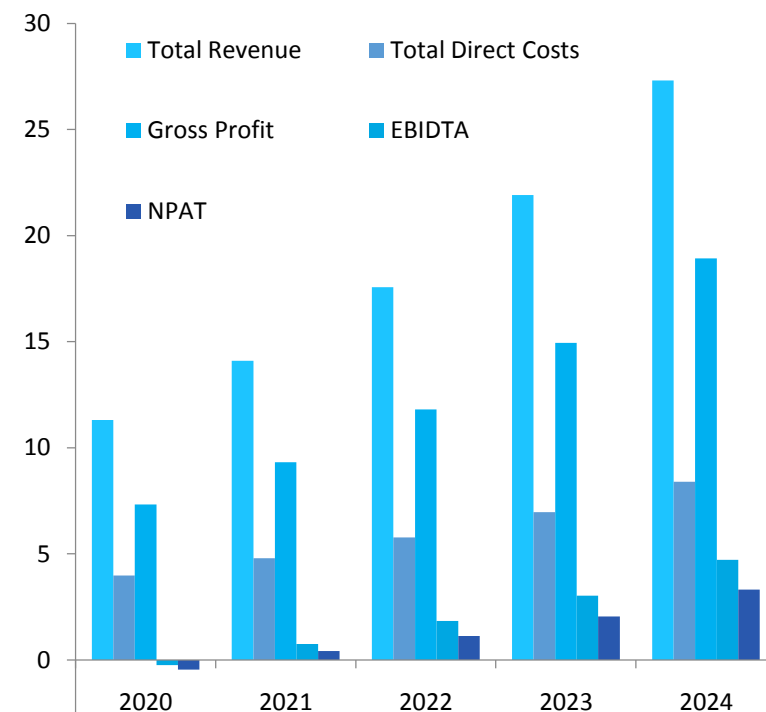


# 8.0 FINANCIALS

## 8.2 Projected Profit & Loss

(Amount in INR Million)

S.No	Particulars	FY2020	FY2021	FY2022	FY2023	FY2024
<b>A</b>	<b>Revenue</b>					
	Commission on Sales	11.31	14.10	17.57	21.91	27.31
	<b>Total Revenue</b>	<b>11.31</b>	<b>14.10</b>	<b>17.57</b>	<b>21.91</b>	<b>27.31</b>
<b>B</b>	<b>Direct Cost:</b>					
	Logistics Cost	1.13	1.41	1.76	2.19	2.73
	Packaging Charges	2.63	3.10	3.66	4.33	5.11
	Transaction Cost	0.23	0.28	0.35	0.44	0.55
	<b>Total Direct Cost</b>	<b>3.98</b>	<b>4.79</b>	<b>5.77</b>	<b>6.96</b>	<b>8.39</b>
	<b>Gross Margin</b>	<b>7.33</b>	<b>9.31</b>	<b>11.80</b>	<b>14.95</b>	<b>18.92</b>
	<b>Gross Margin %</b>	<b>64.78%</b>	<b>66.00%</b>	<b>67.16%</b>	<b>68.25%</b>	<b>69.29%</b>
<b>Less:</b>	<b>Indirect Cost:</b>					
	Salary	6.63	7.29	8.02	8.82	9.70
	Marketing Expenses	0.39	0.65	1.27	2.36	3.67
	Warehouse Rent	0.06	0.07	0.07	0.08	0.09
	Utilities	0.37	0.41	0.46	0.50	0.55
	IT Infrastructure Charges	0.06	0.07	0.07	0.08	0.09
	Office Rent	0.06	0.07	0.07	0.08	0.09
	Payment Gateway Charges	0.01	0.01	0.01	0.01	0.01
	<b>Total Indirect Expenses</b>	<b>7.58</b>	<b>8.56</b>	<b>9.97</b>	<b>11.93</b>	<b>14.20</b>
	<b>EBITDA</b>	<b>(0.25)</b>	<b>0.75</b>	<b>1.83</b>	<b>3.03</b>	<b>4.72</b>
<b>Less:</b>	<b>Depreciation &amp; Amortisation</b>	<b>0.16</b>	<b>0.14</b>	<b>0.27</b>	<b>0.25</b>	<b>0.24</b>
<b>Less:</b>	<b>Preoperative Expenses w/o</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>	<b>0.05</b>
	<b>Total</b>	<b>0.21</b>	<b>0.19</b>	<b>0.32</b>	<b>0.30</b>	<b>0.29</b>
	<b>PBT</b>	<b>(0.46)</b>	<b>0.56</b>	<b>1.51</b>	<b>2.72</b>	<b>4.43</b>
<b>Less:</b>	<b>Corporate Tax @ 25.17%</b>	<b>0.00</b>	<b>0.14</b>	<b>0.38</b>	<b>0.69</b>	<b>1.12</b>
	<b>NPAT</b>	<b>(0.46)</b>	<b>0.42</b>	<b>1.13</b>	<b>2.04</b>	<b>3.32</b>
	<b>Net Margin %</b>	<b>0.00%</b>	<b>2.95%</b>	<b>6.42%</b>	<b>9.30%</b>	<b>12.14%</b>

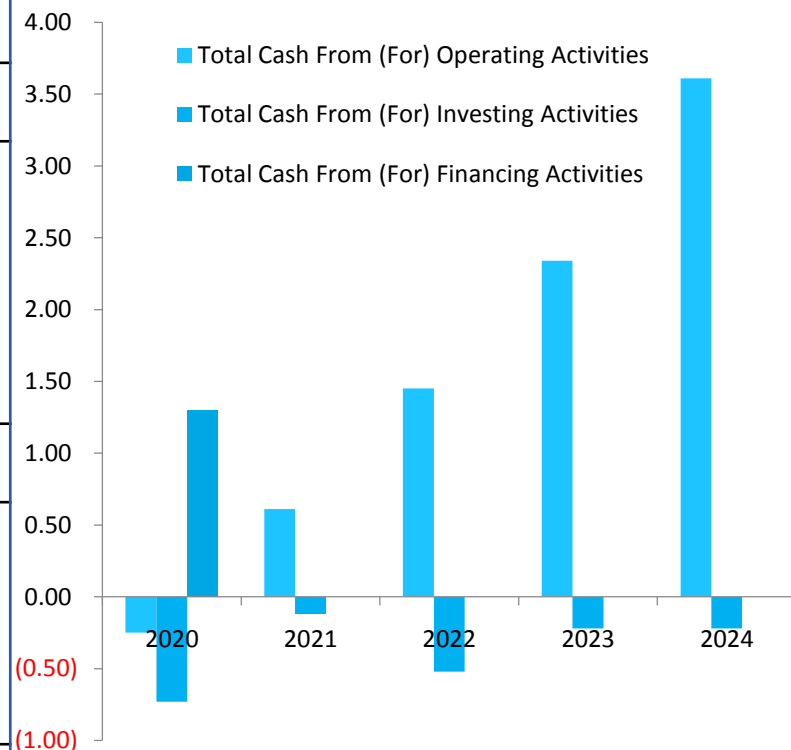


# 8.0 FINANCIALS

## 8.3 Projected Cash Flow

(Amount in INR Million)

S.No.	Particulars	FY2020	FY2021	FY2022	FY2023	FY2024
	<b>Operating Activities:</b>					
	Net Income	(0.46)	0.42	1.13	2.04	3.32
	Depreciation and Amortization	0.21	0.19	0.32	0.30	0.29
	Increase or Decrease in Current asset /Current liability	0.00	0.00	0.00	0.00	0.00
<b>A.</b>	<b>Total Cash Inflow (Outflow) From Operating Activities</b>	<b>(0.25)</b>	<b>0.61</b>	<b>1.45</b>	<b>2.34</b>	<b>3.61</b>
	<b>Investing Activities:</b>					
	Furniture and Fixtures	(0.03)	0.00	0.00	0.00	0.00
	Website and Software	(0.33)	0.00	(0.30)	0.00	0.00
	Computer	(0.10)	(0.10)	(0.20)	(0.20)	(0.20)
	Printer	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
	Trademark	(0.01)	0.00	0.00	0.00	0.00
	Pre Operative Expenses	(0.25)	0.00	0.00	0.00	0.00
<b>B.</b>	<b>Total Cash Inflow (Outflow) From Investing Activities</b>	<b>(0.73)</b>	<b>(0.12)</b>	<b>(0.52)</b>	<b>(0.22)</b>	<b>(0.22)</b>
	<b>Financing Activities:</b>					
	Owner's contribution	0.30	0.00	0.00	0.00	0.00
	Investment	1.00	0.00	0.00	0.00	0.00
	Dividend Paid	0.00	0.00	0.00	0.00	0.00
	Long Term Loan	0.00	0.00	0.00	0.00	0.00
	Interest	0.00	0.00	0.00	0.00	0.00
<b>C.</b>	<b>Total Cash Inflow (Outflow) From Financing Activities</b>	<b>1.3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	Net Increase (Decrease) In Cash	0.32	0.49	0.94	2.13	3.39
	Cash and Cash Equivalents-Beginning	0.00	0.32	0.81	1.75	3.88
<b>D.</b>	<b>Cash and Cash Equivalents-End</b>	<b>0.32</b>	<b>0.81</b>	<b>1.75</b>	<b>3.88</b>	<b>7.27</b>



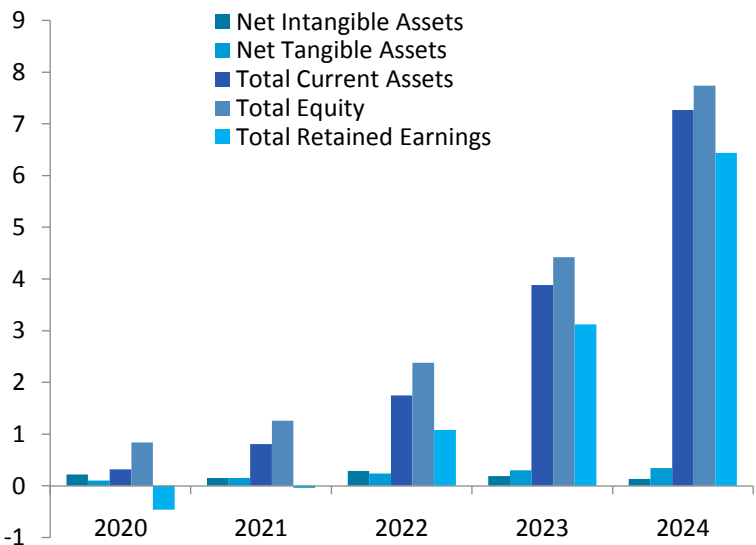


# 8.0 FINANCIALS

## 8.4 Projected Balance Sheet

(Amount in INR Million)

S.No.	Particulars	FY2020	FY2021	FY2022	FY2023	FY2024
I	<b>Tangible Asset</b>					
	Furniture and Fixtures	0.02	0.02	0.02	0.02	0.02
	Computer	0.07	0.11	0.20	0.26	0.30
	Printer	0.01	0.02	0.02	0.02	0.03
	<b>Total Tangible Asset</b>	0.10	0.15	0.24	0.30	0.34
II	<b>Intangible Asset</b>					
	Website and Software	0.22	0.14	0.29	0.19	0.12
	Trademarks	0.004	0.003	0.003	0.002	0.002
	<b>Total Intangible Asset</b>	0.22	0.15	0.29	0.19	0.13
III	<b>Current Assets:</b>					
	Cash and Bank	0.32	0.81	1.75	3.88	7.27
	Other Current Assets	0.00	0.00	0.00	0.00	0.00
	<b>Total Current Assets</b>	0.32	0.81	1.75	3.88	7.27
IV	<b>Preoperative Expenses to the extent not w/o</b>	0.20	0.15	0.10	0.05	0.00
A.	<b>Total Assets</b>	<b>0.84</b>	<b>1.26</b>	<b>2.38</b>	<b>4.42</b>	<b>7.74</b>
V	<b>Long Term Liabilities</b>					
	Term Loan	0.00	0.00	0.00	0.00	0.00
VI	<b>Current Liabilities</b>	0.00	0.00	0.00	0.00	0.00
B.	<b>Total Liabilities</b>	0.00	0.00	0.00	0.00	0.00
VII	<b>Equity:</b>					
	Common Stock	1.30	1.30	1.30	1.30	1.30
	Retained Earnings	(0.46)	(0.04)	1.08	3.12	6.44
	Dividends Paid					
C.	<b>Total Equity</b>	0.84	1.26	2.38	4.42	7.74
D.	<b>Total Liabilities + Equity</b>	<b>0.84</b>	<b>1.26</b>	<b>2.38</b>	<b>4.42</b>	<b>7.74</b>



# 8.0 FINANCIALS

## 8.5 Summarized Yearly Report

(Amount in INR Million)

	Particulars	2020	2021	2022	2023	2024
Income Statement Summary	Total Revenue	11.31	14.10	17.57	21.91	27.31
	Total Direct Costs	3.98	4.79	5.77	6.96	8.39
	Gross Profit	7.33	9.31	11.80	14.95	18.92
	EBIDTA	(0.25)	0.75	1.83	3.03	4.72
	NPAT	(0.46)	0.42	1.13	2.04	3.32
Balance Sheet Summary	Net Intangible Assets	0.22	0.15	0.29	0.19	0.13
	Net Tangible Assets	0.10	0.15	0.24	0.30	0.34
	Total Current Assets	0.32	0.81	1.75	3.88	7.27
	Total Liabilities	0.00	0.00	0.00	0.00	0.00
	Total Equity	0.84	1.26	2.38	4.42	7.74
	Total Retained Earnings	(0.46)	(0.04)	1.08	3.12	6.44
Cash Flow Summary	Total Cash From (For) Operating Activities	(0.25)	0.61	1.45	2.34	3.61
	Total Cash From (For) Investing Activities	(0.73)	(0.12)	(0.52)	(0.22)	(0.22)
	Total Cash From (For) Financing Activities	1.30	0.00	0.00	0.00	0.00
	Net Increase (Decrease) In Cash	0.32	0.49	0.94	2.13	3.39
	Cash and Cash Equivalents-End	0.32	0.81	1.75	3.88	7.27
Ratios	Net Profit Margin	0.00%	2.95%	6.42%	9.30%	12.14%
	Gross Profit Margin	64.78%	66.00%	67.16%	68.25%	69.29%

# 8.0 FINANCIALS

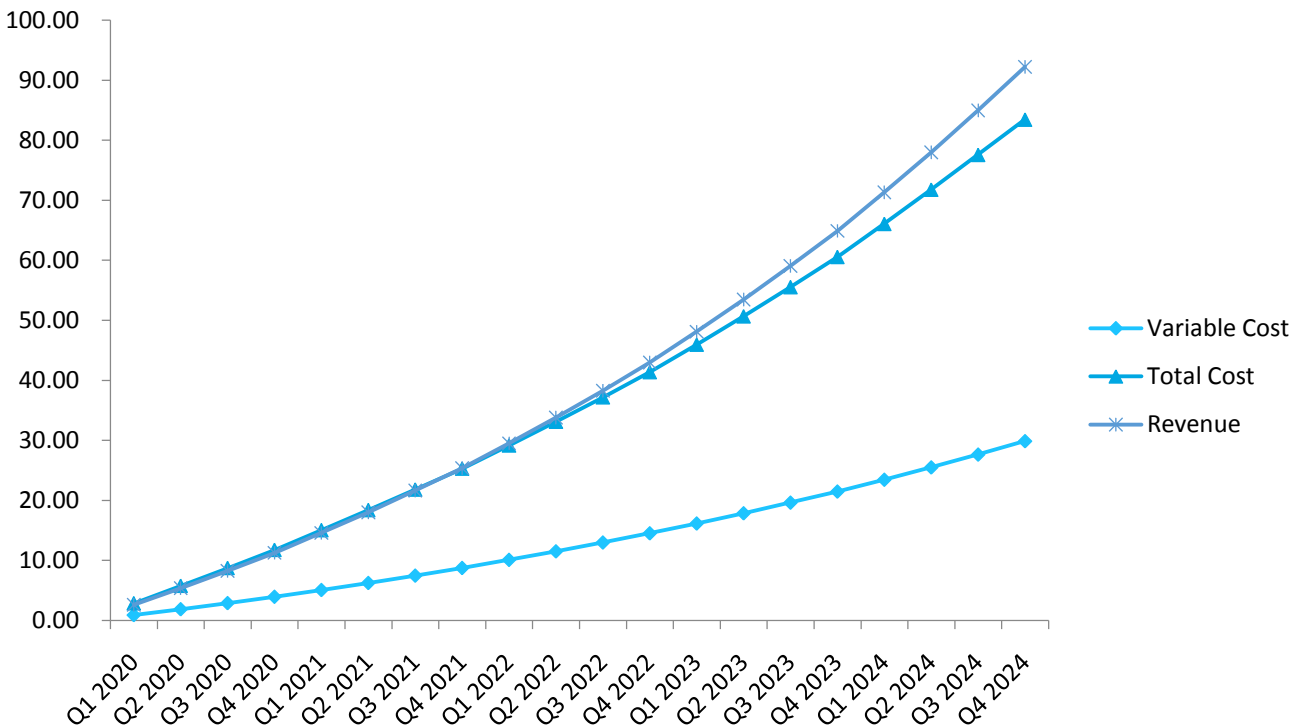
## 8.6 Breakeven Analysis

(Amount in INR)

Particulars	2020		2021		2022		2023		2024	
	Fixed Costs	Variable Costs (%)	Fixed Costs	Variable Costs (%)	Fixed Costs	Variable Costs (%)	Fixed Costs	Variable Costs (%)	Fixed Costs	Variable Costs (%)
Variable Costs		35.22%		34.00%		32.84%		31.75%		30.71%
Fixed Costs										
Salary	6.63		7.29		8.02		8.82		9.70	
Marketing Expenses	0.39		0.65		1.27		2.36		3.67	
Warehouse Rent	0.06		0.07		0.07		0.08		0.09	
Utilities	0.37		0.41		0.46		0.50		0.55	
IT Infrastructure Charges	0.06		0.07		0.07		0.08		0.09	
Office Rent	0.06		0.07		0.07		0.08		0.09	
Payment Gateway Charges	0.01		0.01		0.01		0.01		0.01	
Total Fixed Costs	7.58		8.56		9.97		11.93		14.20	
Total Variable Costs		35.22%		34.00%		32.84%		31.75%		30.71%
Breakeven Sales Level	11.70		12.96		14.85		17.47		20.50	
Actual Sales/Revenue	11.31		14.10		17.57		21.91		27.31	
Increased sales from BEP	(0.39)		1.14		2.73		4.44		6.82	

# 8.0 FINANCIALS

## 8.6 Breakeven Analysis



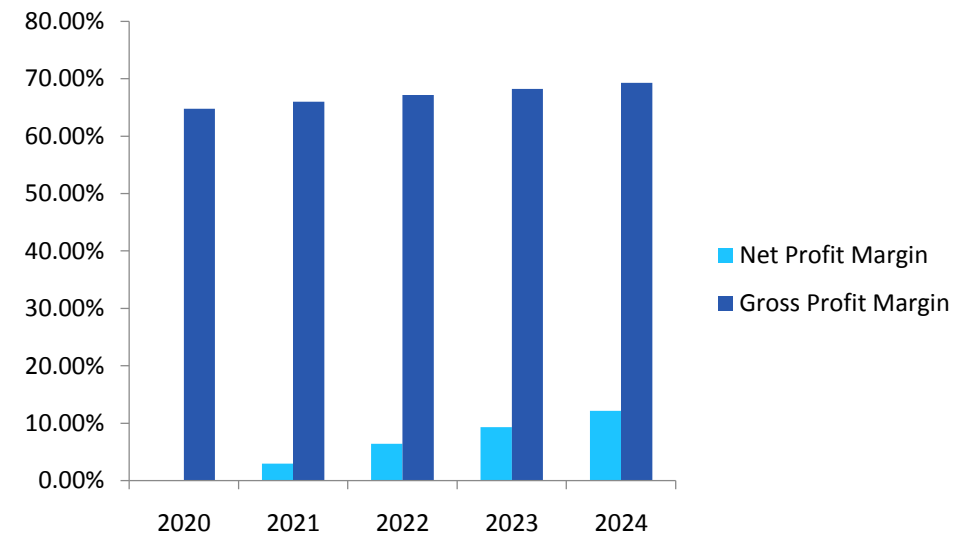
(Amount in INR Million)

Particulars	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Variable Cost	0.93	1.91	2.92	3.98	5.11	6.28	7.50	8.78
Total Cost	2.87	5.79	8.75	11.77	15.05	18.40	21.82	25.31
Revenue	2.65	5.42	8.30	11.31	14.62	18.07	21.66	25.41
Difference	(0.22)	(0.37)	(0.45)	(0.46)	(0.43)	(0.33)	(0.16)	0.10

# 8.0 FINANCIALS

## 8.7 Ratio Analysis

S.No.	Ratios	2020	2021	2022	2023	2024
1	Cash Return on Assets ratio	0.00	0.55	0.64	0.54	0.47
2	Vertical Analysis of Assets					
(i)	Intangible Assets	26.32%	11.58%	12.27%	4.35%	1.63%
(ii)	Tangible Assets	11.68%	11.58%	10.13%	6.87%	4.45%
(iii)	Cash and Banks	38.04%	64.83%	73.38%	87.64%	93.91%
(iv)	Pre operative expense	23.97%	12.02%	4.22%	1.14%	0.00%
3	Return on Assets	(0.40)	0.68	0.80	0.69	0.61
4	EBIDTA/Assets	(0.40)	0.68	0.80	0.69	0.61
5	Return on Equity	(0.55)	0.33	0.47	0.46	0.43
6	Gross Profit Ratio	64.78%	66.00%	67.16%	68.25%	69.29%
7	Net Profit Ratio	0.00%	2.95%	6.42%	9.30%	12.14%



## 8.0 FINANCIALS

### 8.8 Business Valuation

The valuation of the business is done on the basis of the profits projected for the five years. The business of **FITGOON** has been valued at **INR 13.21 Million** using discounting rate of 20% and the growth rate of 10%. The founder's personal investment is **INR 0.3 Million** and the investment sought from the investor in the form of seed funding is **INR 1 Million**.





# 9.0 EXIT STRATEGY

## 9.1 EXIT STRATEGY

We will be applying one of the following strategies to exit the investors from the business venture –

By using the ultra-conservative approach for preparing Financial Model, we can estimate that the company will generate excess cash flow, through which it will be able to pay the investors at the time of exit.

In the near future, the managers/staff who wish to stay in business may take over the investors with replacement capital from other sources of investment or business profits.

Merging with a similar company or being bought by a larger company is always a better option to exit. It is a win-win situation when bordering companies have complementary skills, and can save resources by collaborating with each other.

# 11.0 REFERENCES

## 11.1 References

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