

**Wave Gymnastics**

**Business Plan**

**Wave Gymnastics LLC Business Plan**

**Executive Summary**

Owners Tina Buscemi and Angie Bryner have been long time gymnastics facility managers as well as recreation and competitive coaches and gymnasts. We understand the way that gymnastics facilities are run since we have managed and worked in them for many years. With combined gymnastics coaching experience of over 65 years, we understand what our customers want and need. We have found that there is a market for gymnastics facilities in South Orange County, because we have managed and taught gymnastics in this county for over 12 years. We believe our facility will be successful due to the experience we have gained managing at various gymnastics facilities in California and our reputation and popularity among gymnasts and parents.

**Company Description**

Wave Gymnastics will serve children in the South Orange County area. Our goal is to empower children to become more fit and focused, and improve their overall health. Our objective is to improve children’s self-esteem and promote physical fitness and a love for all sports, by teaching athletes in a respectful and friendly environment. We will take into account the age of the child and treat them in an age appropriate manner. Wave gymnastics will strive to offer a competitive experience for all students no matter their skill level. We will also offer an extensive recreational program for children who love gymnastics but do not want to be competitive. Wave Gymnastics is a private gym whose main focus is on gymnastics; however, various types of fitness and total body conditioning are also taught. This gym will offer gymnastics and fitness equipment for both boys age 1-7 and girls 1-18.

Wave Gymnastics will offer a place where children can learn gymnastics, meet new people, have fun and feel comfortable. We will offer a varied gymnastics and conditioning program with price options for all levels of interest, with a greater emphasis on group classes. Our instructors will have access to continual training with some of the area's top professional coaches. This provides our students with up-to-date skills and technique. Wave Gymnastics welcomes a diversity of people and maintains a non-smoking and alcohol/drug free environment.

We start each student with the basic skills of gymnastics, followed by a systematic skill progression leading to more advanced skills and conditioning. A caring environment sets us apart from our competitors, using both respect and praise. We believe that a child must have fun and truly enjoy what he or she is doing to learn successfully. Our teachers are trained in more unique methods of teaching that produce the same, if not better, physical effect on the children, and provide a better mental result as well. The facility will be open for parent observation, but they will be asked to stay in a confined area as a safety precaution.

Wave Gymnastics plans to make a profit within the first one to two years of business. The first year we expect to break even and by the second year have a consistent clientele base that will produce a growing profit. These figures are very achievable and based on the prior gyms we have opened. At first Tina Buscemi and Angie Bryner will teach most of the classes. As the number of children in our classes increases, we will add extra teachers. As current gym managers and gymnastics teachers of all levels, we have a very strong relationship with our customers keeping them coming back to us. Our class prices will be slightly lower than our competitors but our business will still make an excellent profit.

To fund the start-up costs for The Wave Gymnastics Center, the owners will invest $100,000. In addition, we are seeking a five-year equipment lease of $75,000 to help cover the initial equipment purchases necessary to open a high-caliber private gymnastics facility. Details of the repayment can be found in the financial plan.

**Market Analysis Summary**

***Please see attached marketing plan.***

**Marketing & Sales Strategy**

Wave Gymnastics will make a significant profit through the excellent teaching and care of children. Even though Wave Gymnastics charges less than other private gyms, the company will see profit by the second year due to beneficial word-of-mouth advertising and reputation of the co-owners. Wave Gymnastics will also recruit customers from some local neighborhoods in the area. The company expects to increase its' clientele every six months, for the first 18 months.

Wave Gymnastics is a business that has become necessary in today's fast-paced world. America has a large rate of obesity in not only adults but also children. Being overweight can cause many health issues as well as social issues for children. An overweight child will reach an age when they start to feel very unsure in themselves. Everybody goes through a stage like this, but this could be more intense to an overweight child. Also, there is an increase in the number of children with diabetes. Diabetes is occurring more in America's overweight children. Children need to stay active these days, especially with all of technologies advancements. Now children can just sit around the house and watch TV and DVD's or they can play games on anything from the computer to Playstation® to Xbox®. Children are not active as much when they can sit around their house and entertain themselves as opposed to going outside and play baseball or soccer. There is no doubt that there is room and need in the market for a private gymnastics gym.

Wave Gymnastics has determined that its potential customers will mainly come from children 14 years old and under in South Orange County. The majority of customers will come from Laguna Hills and Mission Viejo, however also draw from south Irvine, Lake Forest, and Laguna Niguel. I expect these areas will make up least 80% of our customers.

**Organization & Management**

Wave Gymnastics is a privately owned limited liability partnership with each of the principal officers holding an equal share in the company. Wave Gymnastics is owned and operated by Tina Buscemi and Angie Bryner

The two principals, Angie Bryner and Tina Buscemi, have impeccable credentials in this industry. This will benefit Wave Gymnastics in two ways:

1. Clients will be brought from name recognition
2. The experience each has will attract new clients

Angie Bryner and Tina Buscemi have extensive experience in facility management, financial, employee supervision, sales, and marketing expertise within the gymnastics industry.

We will both teach classes 14 hours a week in addition to fulfilling are managerial duties. Tina by teach and supervise the team classes and Angie by supervise and manage the recreational classes. Both partners will handle the managerial, administrative, and accounting functions, in coordination with each other. Both partners will take a salary in the first year that reflects the growth of the business.

Wave Gymnastics expects to make gradual investments in gymnastic part time coaches over the next three years, always keeping in mind the number of children enrolled in classes. These numbers may fluctuate depending on the number of children in classes and the number of coaches we have on staff.

**Services**

Wave Gymnastics is dedicated to bringing the fun and challenge of gymnastics to South Orange County at an affordable cost. By offering group gymnastics classes and private lessons for recreational through competitive level gymnasts. Wave Gymnastics offers its students a variety of instructional choices. By having several options, we can best serve their individual needs and financial limitations.

**Parent & Tot** (Tide Pools co-ed)  
This 45-minute class is designed to enhance your child’s motor, listening, and social skills through fun gymnastics oriented activities (adults actively participate with their child). This class is offered to children ages 12 months up to 3 years. The price is $60 a month.

**Preschool** (Waders co-ed)  
This hour-long class is the introduction to basic gymnastics skills as well as a group class setting. Activities include tumbling, bar, floor beam, and motor skills. For 3 and 4 year old boys and girls, there are 6 students per instructor. The Price is $80 a month.

**Junior Academy** (Jr. Wave Girls and Boys)

For 5-7 year, old girls and boys there are 8 students per instructor. This class is not co-ed. The price is $80 a month.

**Girls Academy** (Wave Rider Academy)This 90-minute class consists of basic, intermediate, and advanced gymnastics skills with 4 levels to achieve. Activities include vault, bars, beam, tumbling, trampoline and dance. There are 8 students per instructor. This class is offered to girls ages 8 – 14 years old. The price is $99 a month.

**Team** (Tidal Wave)

The Wave Team will compete in U.S.A. Gymnastics sanctioned meets throughout Southern California. The team is on an invite only basis and will include ages 6 to 18-year-old girls. Prices will vary.

**Private Lessons**This offer students the best value for their investment. With a private lesson, the students will work one-on-one with an instructor, receiving personalized instruction and immediate correction. In learning the best methods, one-on-one, both beginning and advanced students will find they progress faster and more easily. Private lessons must be arranged by the instructor who will teach the lesson. Price varies depending on instructor's experience.

**Tumbling**  
This 90-minute class is designed for girls to learn basic through advanced tumbling skills and trampoline. Skills include handstands, cartwheels, round-offs, back handsprings, back tucks, etc. There are 8 students per instructor. This class is offered to girls ages 10 - 18 years old. The price is $99 a month.

**Rock Climbing Wall**

We will create a rock climbing wall to offer some variety to the facility.

**Ninja Gymnastics**This 60-minute class is designed for anyone interested in learning basic climbing, jumping and swinging through working on an obstacle course. There are 8 students per instructor. This class is $80 per month.

**Birthday Parties**This is an excellent way to celebrate a child’s birthday. The first 60 minutes include games, trampolines, and fun gymnastics activities. The final 30 minutes are for refreshments, food, and gifts provided by the parents. We provide the party room, decorations, and clean up. Birthday parties have a maximum limit of 20 children and cost $150.

**Field trips**  
This is designed to introduce a group to basic gymnastics skills. The field trips are 60 minutes long. The price will vary depending on the size of the group.

**Sales Forecast**

***See attached budget.***

This sales forecast is based on the numbers of sales made by a private gym for which we work currently. It is assumed that for the first 3 years, our business will consistently grow in number of students. The first year in the sales forecast is based on half the current clientele of the private gym for which we currently work. I believe our numbers, given time, will exceed those of this private gym.

**Our main keys to success include:**

* Maintaining a reputable and untarnished reputation in the community
* Competitive pricing
* Flexible hours
* Ample and secure parking
* Easy access
* Target high traffic areas for maximum public exposure
* Design facilities to curb overcrowding
* Seasoned management team
* Personalized relationships with customers

**We can minimize certain risk factors by:**

* Initial capitalization of the company to sustain operations through year one
* Low overhead through the use of multi-skilled employees and continual training
* Purchase used equipment when available
* Strong customer base through aggressive marketing
* Strong community ties and involvement
* Eliminate collection costs by establishing cash/credit/debit-card-only facilities
* Use technology to eliminate office expenses and enhance customer convenience

**Objectives**

**The objectives of Wave Gymnastics are the following:**

* Exceed 60% class capacity by the end of the first year of operation.
* Acquire 320 + participants by the end of the first year of operation.
* Increase membership by 20% by the end of the second year of operation.
* Provide gymnastics training for students at all levels, from beginner to advanced.
* Provide continual training, benefits and incentives for staff to encourage a long-term commitment of employees.

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**Company Summary**

Wave Gymnastics, located in Laguna Hills, California, will provide the community with a comfortable, friendly environment in which to learn all levels of gymnastics. Gymnastics, as a sport, has become increasingly popular worldwide due to the public's exposure from the Summer Olympics. Our facility can expect to expand numbers of children every time the Summer Olympics comes around. This facility will appeal to all types of children with different abilities and backgrounds, and children looking for creative self- expression, exercise, and/or social opportunities through gymnastics. We love gymnastics and want children to experience the joy of accomplishing their goals. By opening Wave Gymnastics, we will achieve our lifetime goal of being not just managers but owners of our very own gymnastics facility.