

# SENTR

PILATES • MOVEMENT REHAB

Edward Kenneth Valbuena

BUSINESS DECK



# ABOUT US

## MISSION

Our mission is to collaborate with all of our clients to help them achieve long, strong muscles and a leaner physique. We are dedicated to assisting our highly valued clients in improving their muscle tone, achieving balanced musculature, supporting beautiful posture, and teaching them to move with ease and grace.

## VISION

Our vision is to create a Pilates studio business that excels in both competitiveness and effectiveness. We aim to be the premier choice for individuals in Metro Manila and other cities in the Philippines, whether they seek our services through our branches or franchise offerings.

# The Founder

## EDWARD KENNETH VALBUENA

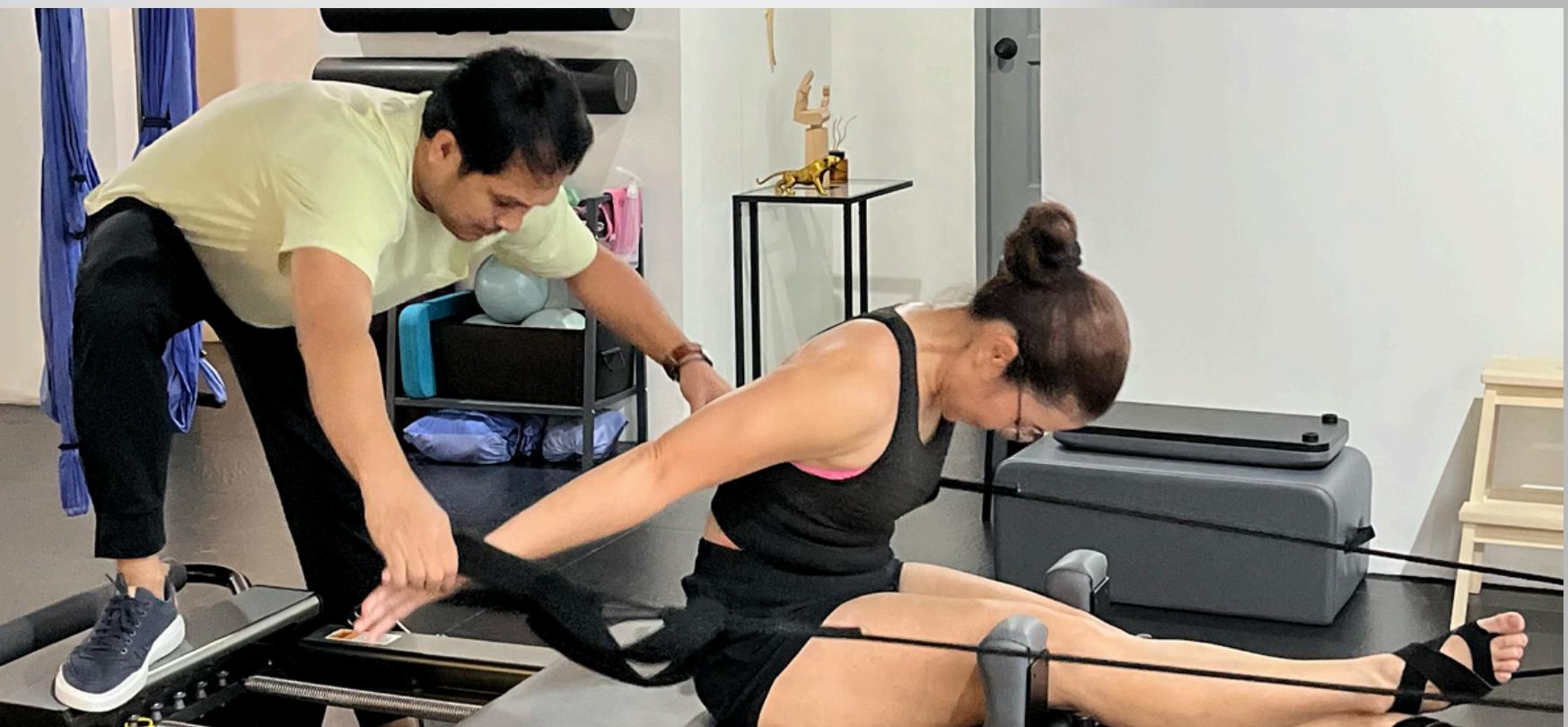
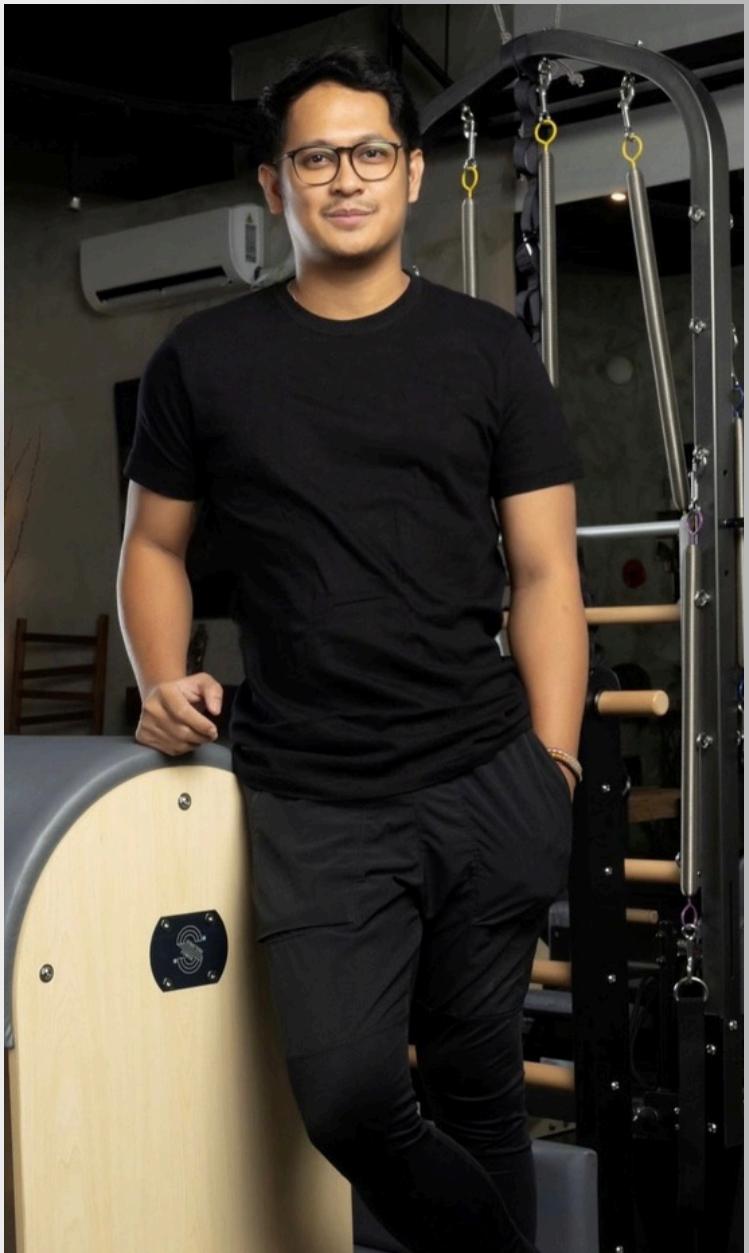
Edward Kenneth Valbuena is an enthusiastic and dedicated individual who has made a remarkable impact in the fitness industry. With a vast array of knowledge and expertise, he has established himself as a prominent figure in helping individuals achieve their fitness goals.

His fitness journey commenced in 2007, and since then, he has remained committed to his passion for assisting others in their fitness endeavors. As a result, his influence has grown tremendously, positively transforming the lives of numerous individuals along the way.

Under the guidance and mentorship of the esteemed Ole Eugenio, Edward further developed his skills and enhanced his teaching techniques in 2013. This has enabled him to provide unparalleled instruction to his clients, ensuring they receive the utmost quality in their fitness training.

What sets Edward apart is his exceptional ability to connect with people from diverse backgrounds. He creates an inclusive and supportive environment for all participants, fostering a sense of belonging and motivation. At SENTRO PILATES STUDIO, a space he personally designed, clients of all ages and fitness levels feel welcomed and inspired.

Edward offers a wide range of tailored Pilates programs to cater to the unique needs and preferences of each individual.



# COMPANY PROFILE

Sentro Pilates is a steady Pilates studio in the metro dedicated to empowering individuals through customized Pilates programs. Our goal is to help clients improve their physical fitness, mental well-being, and overall quality of life.

At Sentro Pilates, we believe in the power of personalized instruction. Our certified instructors work closely with each client to understand their goals, abilities, and body types. This allows us to create tailored Pilates programs that address their specific needs and preferences.

With a team of highly skilled and experienced instructors, we ensure that our clients receive expert guidance throughout their Pilates journey. Our instructors have undergone rigorous training and hold certifications in Pilates, providing clients with the highest quality of instruction and support.



Sentro Pilates takes pride in providing a warm and inviting environment for our clients. Our studio is equipped with state-of-the-art Pilates equipment, ensuring a safe and effective workout space. Pilates is not just an exercise routine at Sentro Pilates; it is a holistic approach to wellness. By emphasizing proper alignment,

breath control, and mindful movement, Pilates can improve strength, flexibility, posture, and body awareness. It also promotes stress reduction, enhanced concentration, and a sense of overall well-being.

# BUSINESS CONCEPT

Business Concept: Boutique Premium Pilates Experience

With our founder's 15 years of expertise, we offer a Competitive Pilates experience tailored for Class A to C clients. Our studio provides personalized instruction, state-of-the-art equipment, and a premium, inclusive environment.

Experience exceptional Pilates services, delivered with the highest standards of professionalism and customer service. We will elevate your fitness journey with our elite Pilates experience.

# **CLASSICAL & CONTEMPORARY PILATES SYSTEM**

Sentro Pilates offers both Classical and Contemporary Pilates systems. We provide a comprehensive program for clients of all fitness levels, with personalized individual and group sessions. Sentro Pilates focuses on the mind-body connection, promoting body awareness and mental well-being. With professional instructors and a holistic approach to health, Sentro Pilates aims to enhance strength, flexibility, and overall balance.

**1. Classical Pilates:** Sentro Pilates incorporates the principles and techniques developed by Joseph Pilates, the founder of Pilates. Classical Pilates focuses on precise movements, proper



alignment, and controlled breathing. It aims to strengthen the core muscles, improve flexibility, and enhance overall body awareness.

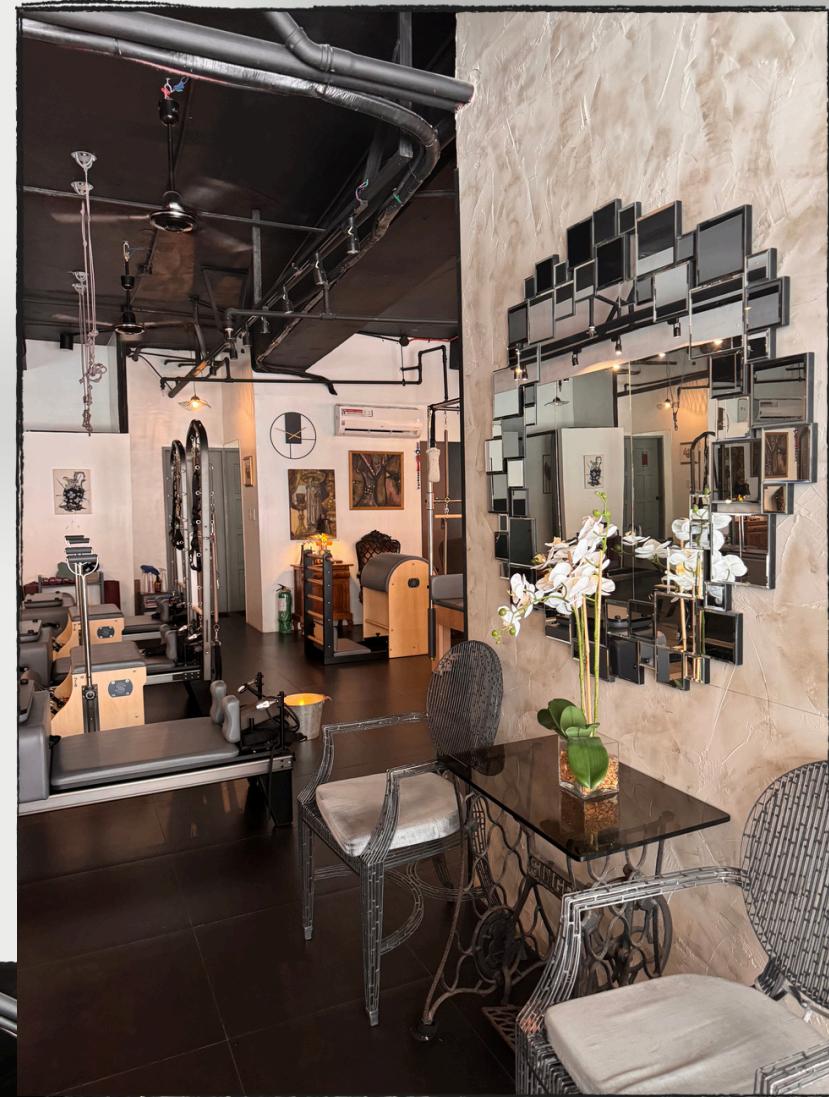
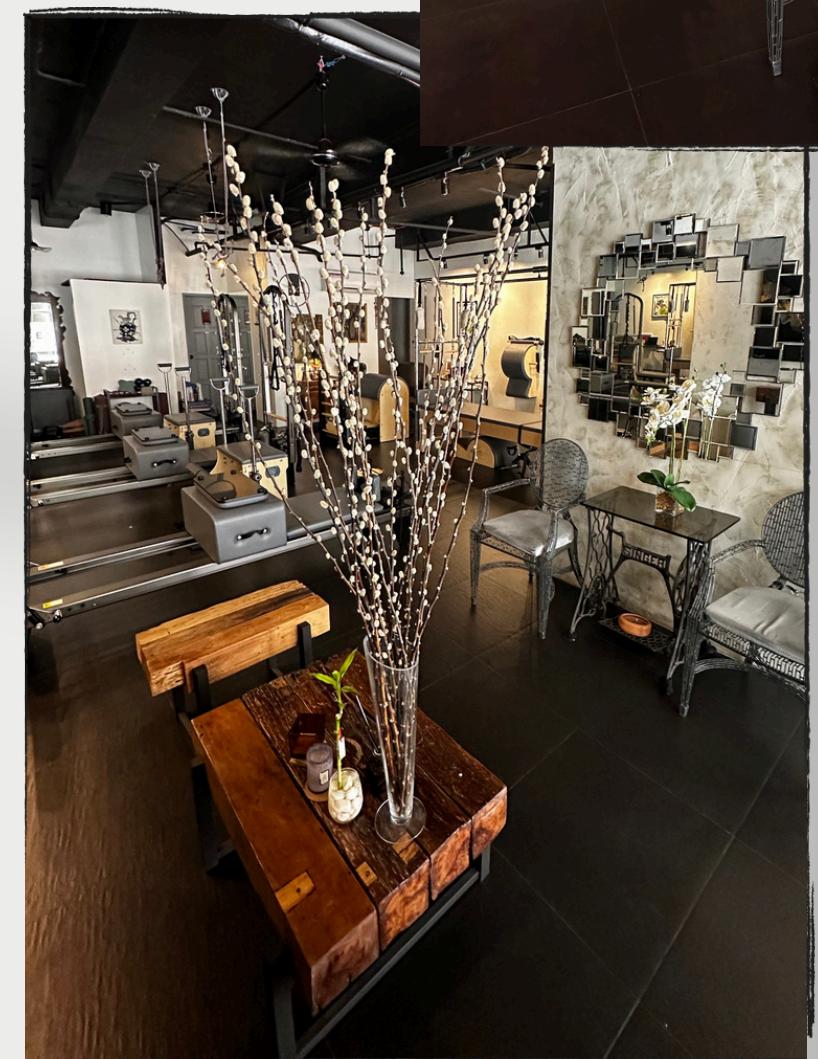
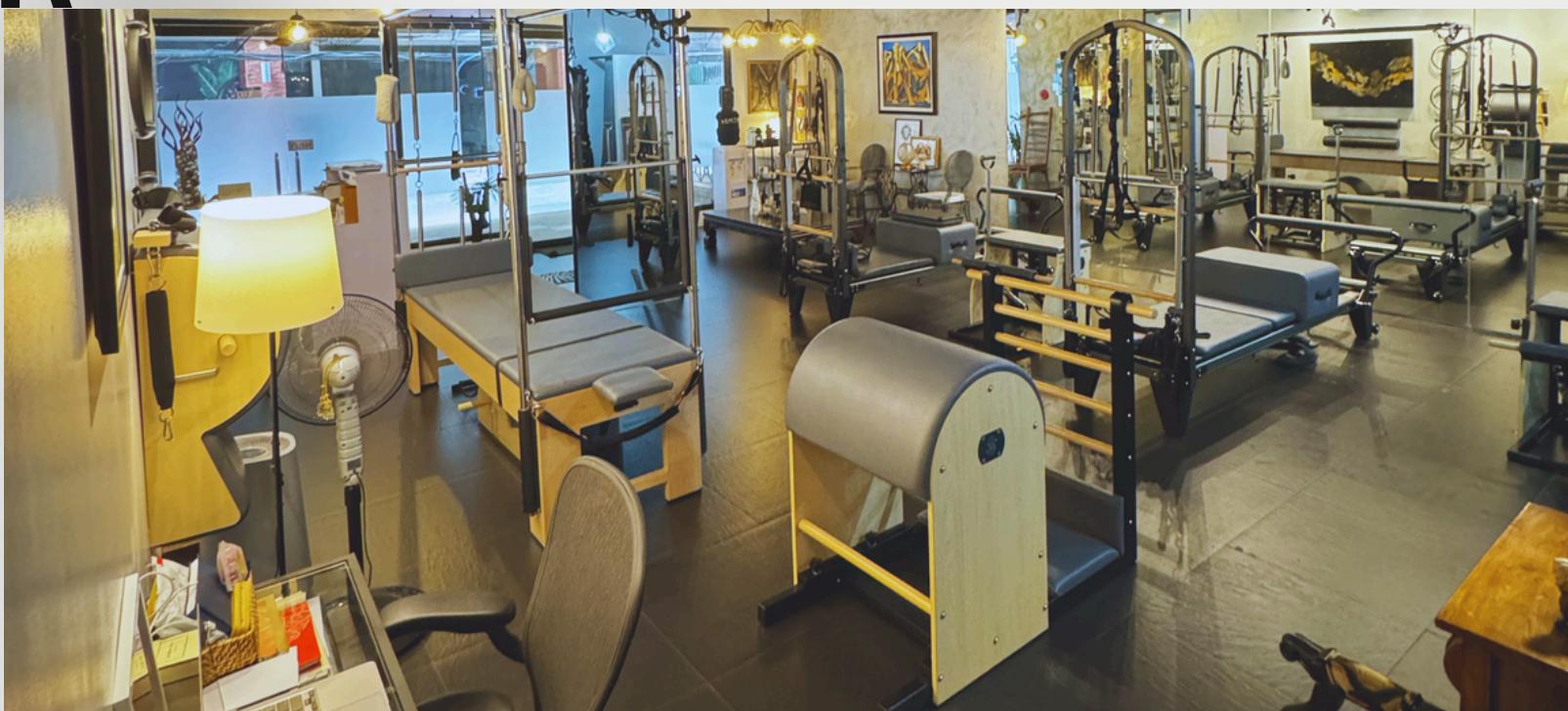
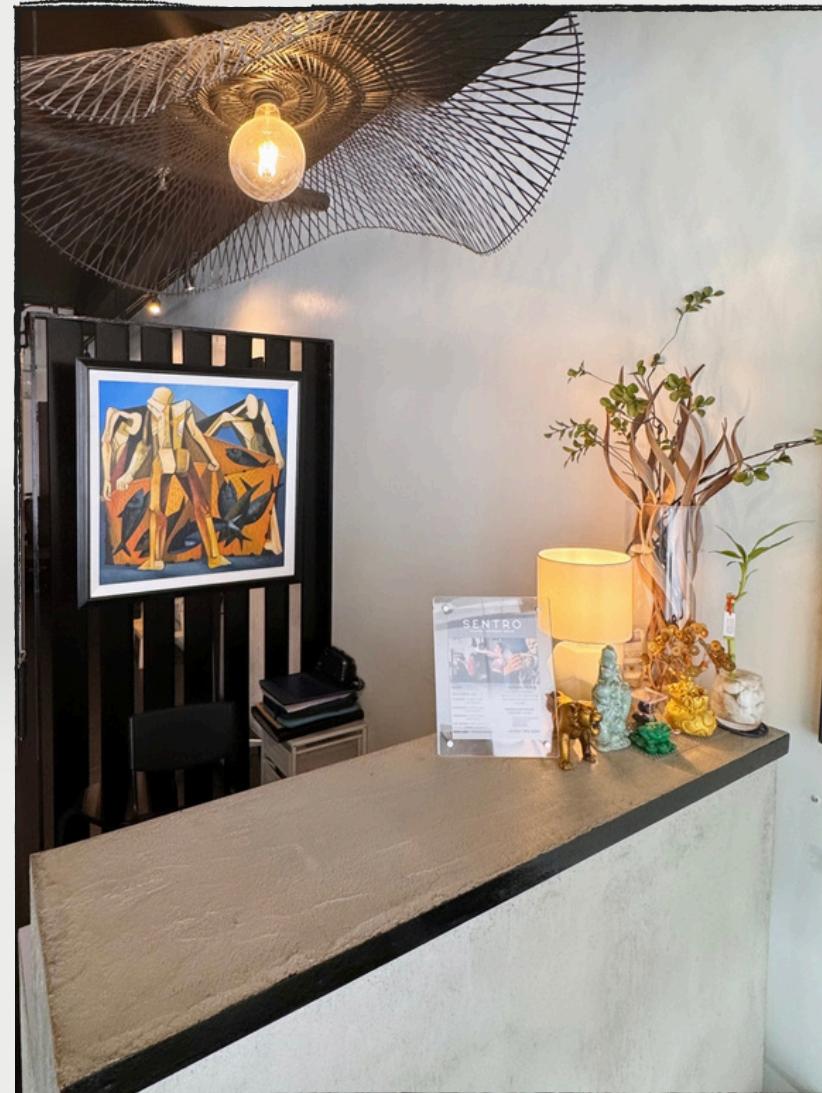
**2. Contemporary Pilates:** Sentro Pilates also offers Contemporary Pilates, which is a more modern

approach to Pilates. It incorporates elements from other movement disciplines, such as dance, yoga, and physical therapy. Contemporary Pilates often utilizes more varied equipment, such as reformers, chairs, and barrels, to provide a diverse and challenging workout.



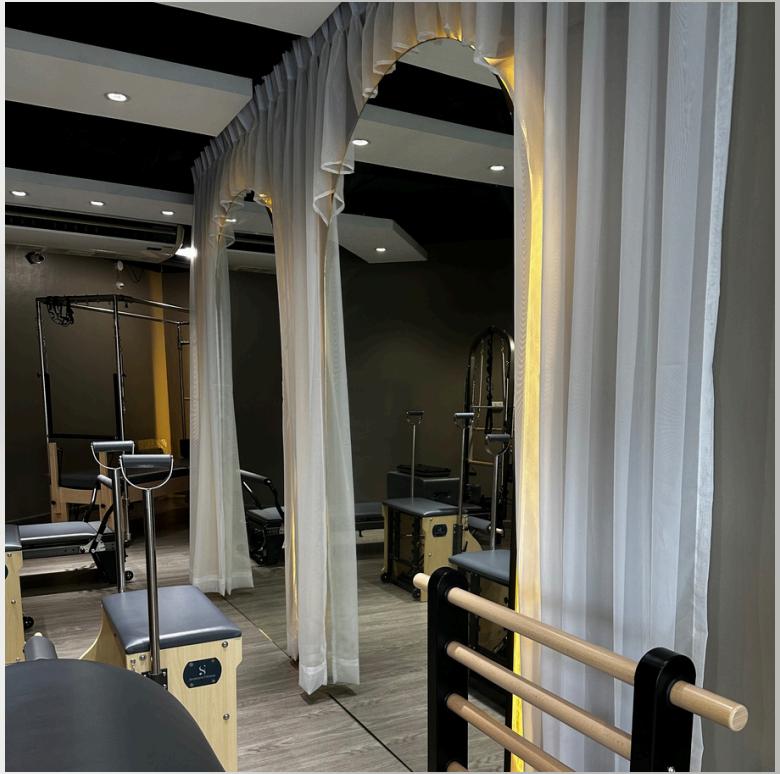
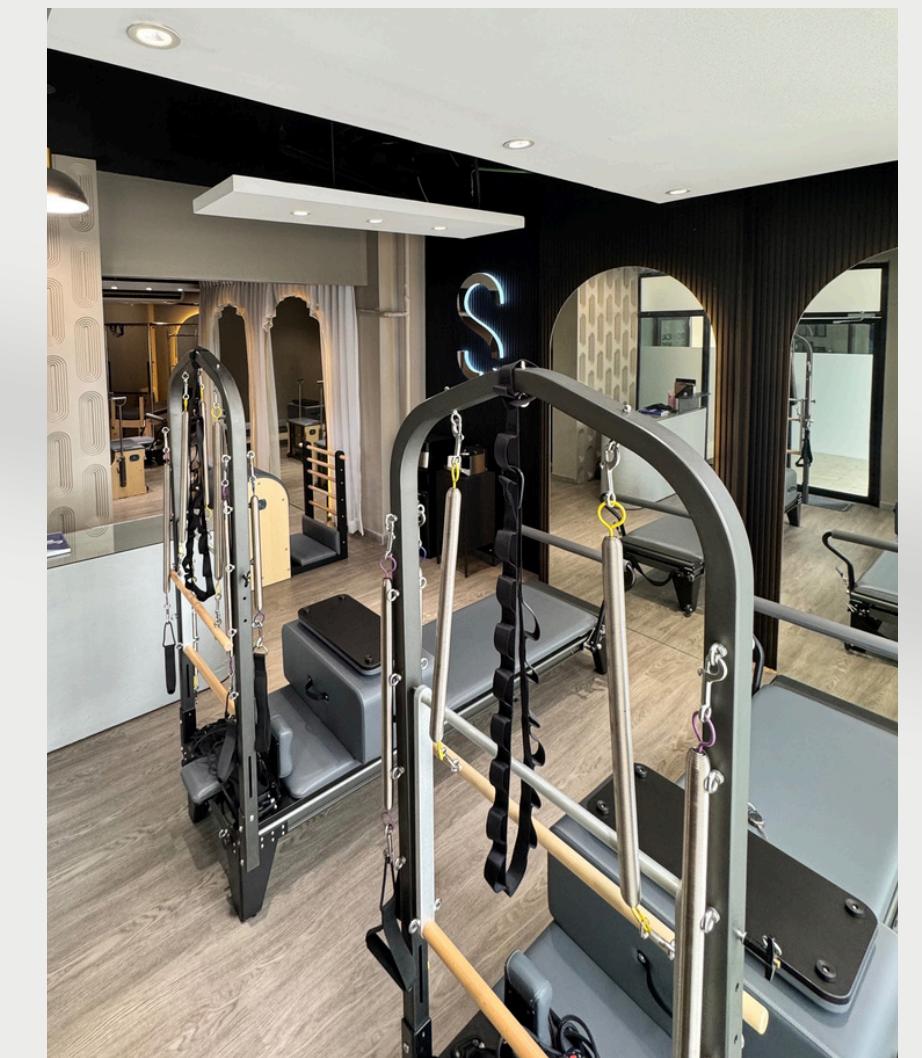
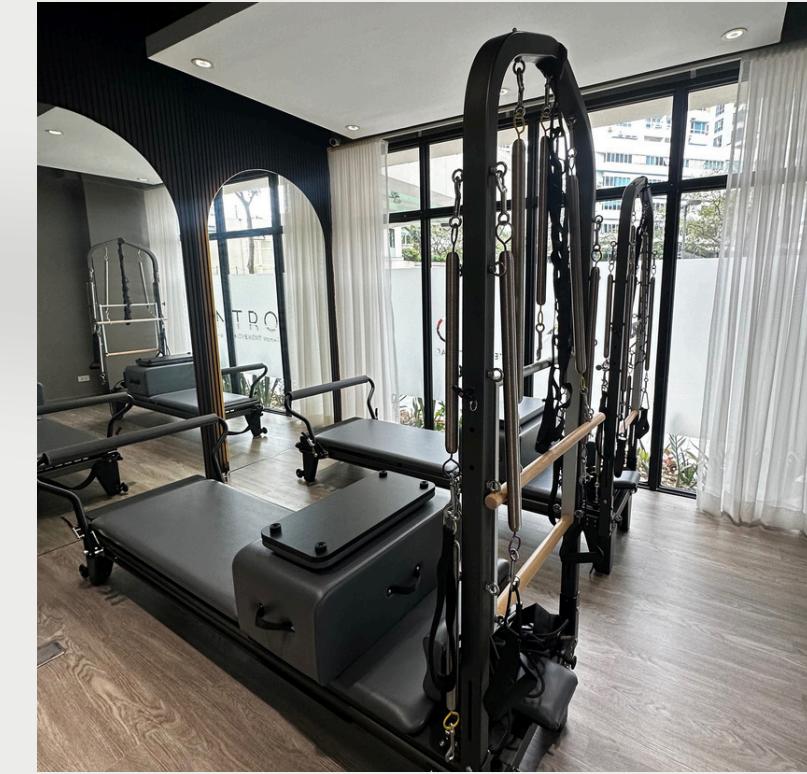
STUDIO  
CONCEPT

# STUDIO INTERIOR VALERO BRANCH



# STUDIO INTERIOR

BGC BRANCH



# BRANCHES

Situated in prime spots, Sentro Pilates Studio can be easily accessed and is therefore frequented by a variety of wide market variations, from corporate employees to tenant residential areas nearby.

## **1. MAKATI (Salcedo Village)**

UNIT 103 GF NOBEL PLAZA VALERO ST.

BARANGAY BEL - AIR MAKATI CITY

## **2. MAKATI (Legaspi Village)**

Arnaiz Street

## **3. BGC**

GROUND FLOOR BONIFACIO RIDGE

CONDOMINIUM 1ST AVE. BONIFACIO TAGUIG

CITY

## **4. EASTWOOD**

LIBIS QUEZON CITY

## **5. NEW MANILA QUEZON CITY**

## **6. PASAY CITY**

MACAPAGAL AVENUE

STRUCTURE	
LAND	Administrator
BUILDING	Owned or Leased
STORE MANAGEMENT	Administrator
ADVANCE RENT AND DEPOSITE	Administrator

## PROJECT DETAILS

## TOTAL CASH OUT PLAY

**₱2,200,000**

INVESTMENT	
FEE	₱200,000 + Goverment Tax (₱24,000)
TEACHER TRAINING COURSE	₱750,000 pesos - (Movement Specialist)
EQUIPMENTS	₱1,226,000 (Exclusive of VAT)

# FRANCHISE DETAILS

EXPENSES			
MANPOWER	Administrator	EXPECTED STORE OPENING/TURNOVER	2-3 Months
MANPOWER TRAINING	Franchisor		
MARKETING COLLATERALS	Franchisor		
OPERATING EXPENSES	Administrator		
RENT	Administrator		



## SERVICES OFFER:

### Movement Rehabilitation Program

a process that not only helps to rehabilitate a patient post-surgery but also helps to prepare them physically for surgery.

### Preoperative Rehabilitation

There are a plethora of benefits to a structured pre-operative or pre-habilitation" program. A Preoperative Rehabilitation programme is designed by your movement specialist to aid your body before surgery to improve the chances of a positive outcome. A Preoperative Rehabilitation programme can also help to prepare you mentally for surgery.

### Post Operative Rehabilitation

Patients often undergo Post Operative Rehabilitation programmes following surgery to help assist a speedy recovery. By following a structured rehabilitation plan, patients are often able to strengthen their bodies in ways that facilitate not only quicker than average but also full recovery.

### Active Isolated Stretching (AIS)

Active isolated stretching is sometimes called the Mattes Method. It was developed by Aaron L. Mattes decades ago as an amazing way to reduce pain, increase flexibility, and improve performance while decreasing the chance of injury.

AIS also restores deep and superficial fascial planes. This allows you to get the most out of stretching. Moreover, it provides the opportunity to increase your range of motion and overall mobility much more than with some traditional stretching methods.

### Functional Pilates

Functional Pilates is a specialized approach that focuses on improving movement patterns and functional strength. It combines traditional Pilates principles with exercises that mimic real-life movements. By enhancing core stability and promoting mind-body connection, Functional Pilates aims to improve overall physical performance and everyday activities. It is customizable and adaptable to individual needs and goals, making it beneficial for injury prevention and rehabilitation.

# TOOLS OF OUR TRADE

## STRATTERA BRAND

- Reformer
- Cadillac
- Spine Corrector
- Ladder Barrel
- Wunda Chair
- Pilates Props



# PROGRAM RATES:

**SINGLE SESSION** P 2,500

**INTRODUCTORY RATE**

**5 SESSION** P 10,000 / 2,000

1 WEEK VALIDITY

**10 SESSIONS** P 23,000 / P 2,300

2 Mos VALIDITY

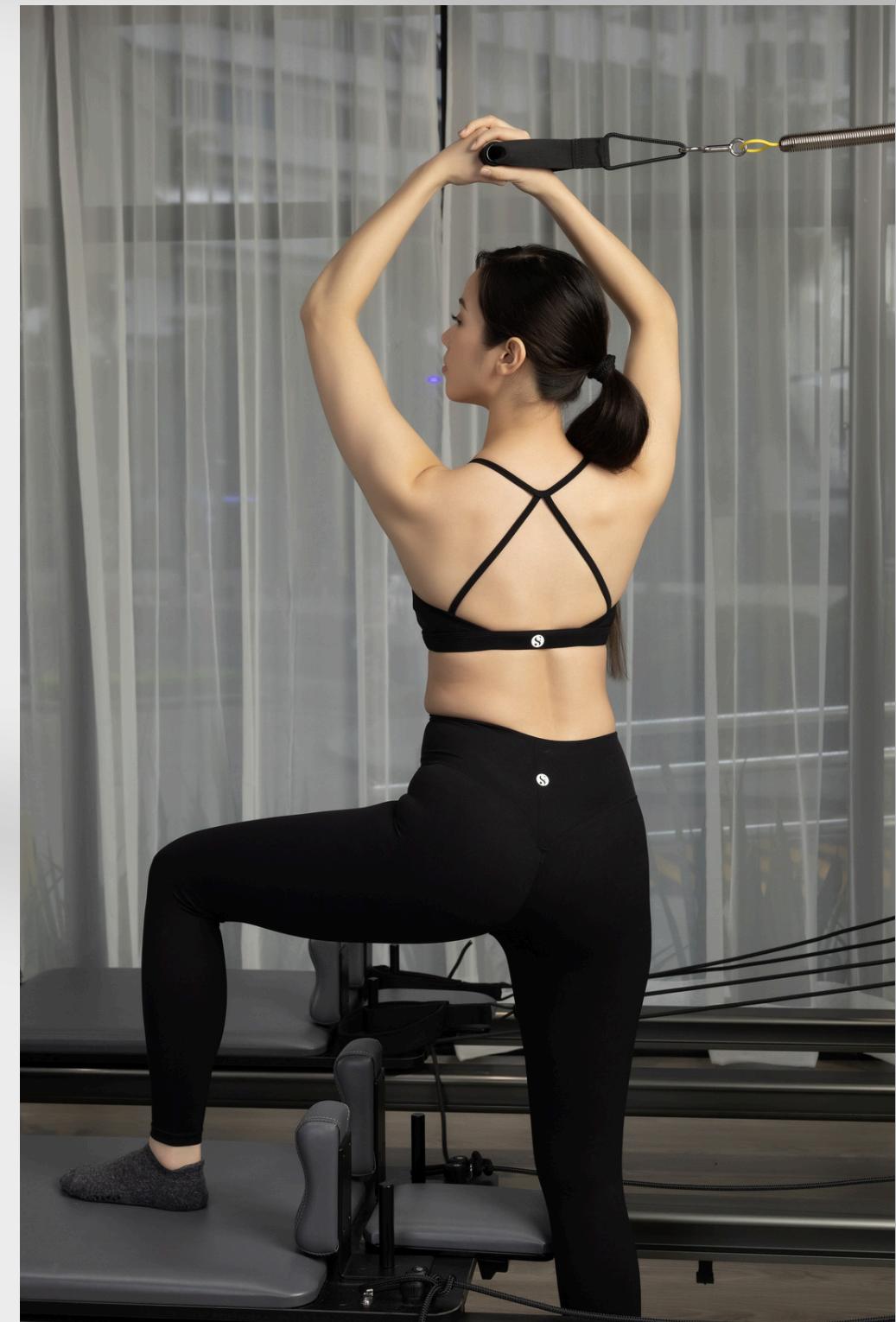
**20 SESSIONS** P 44,000 / P 2,200

4 Mos VALIDITY

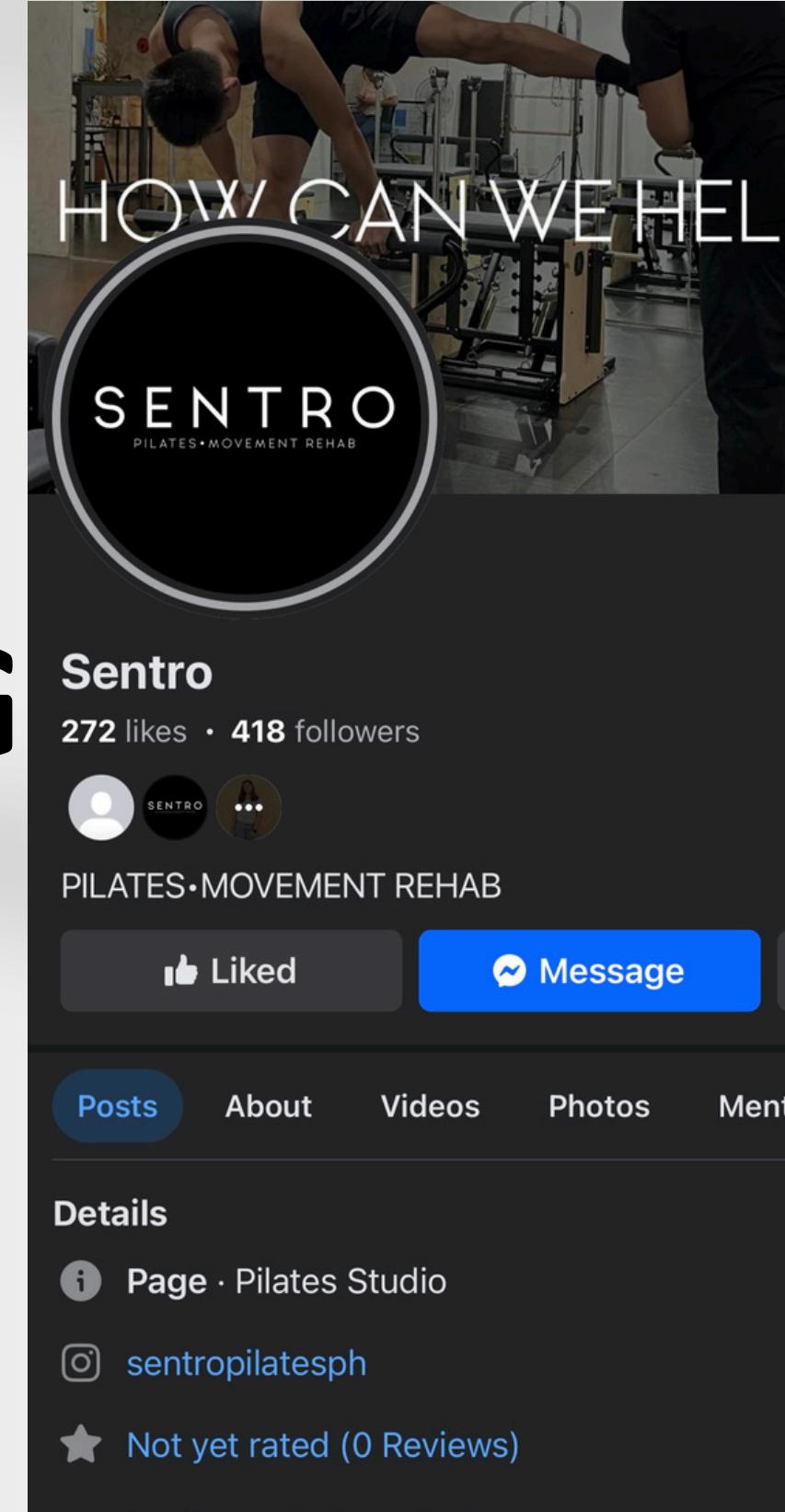
**30 SESSIONS** P 60,000 / P 2,000

5 Mos VALIDITY

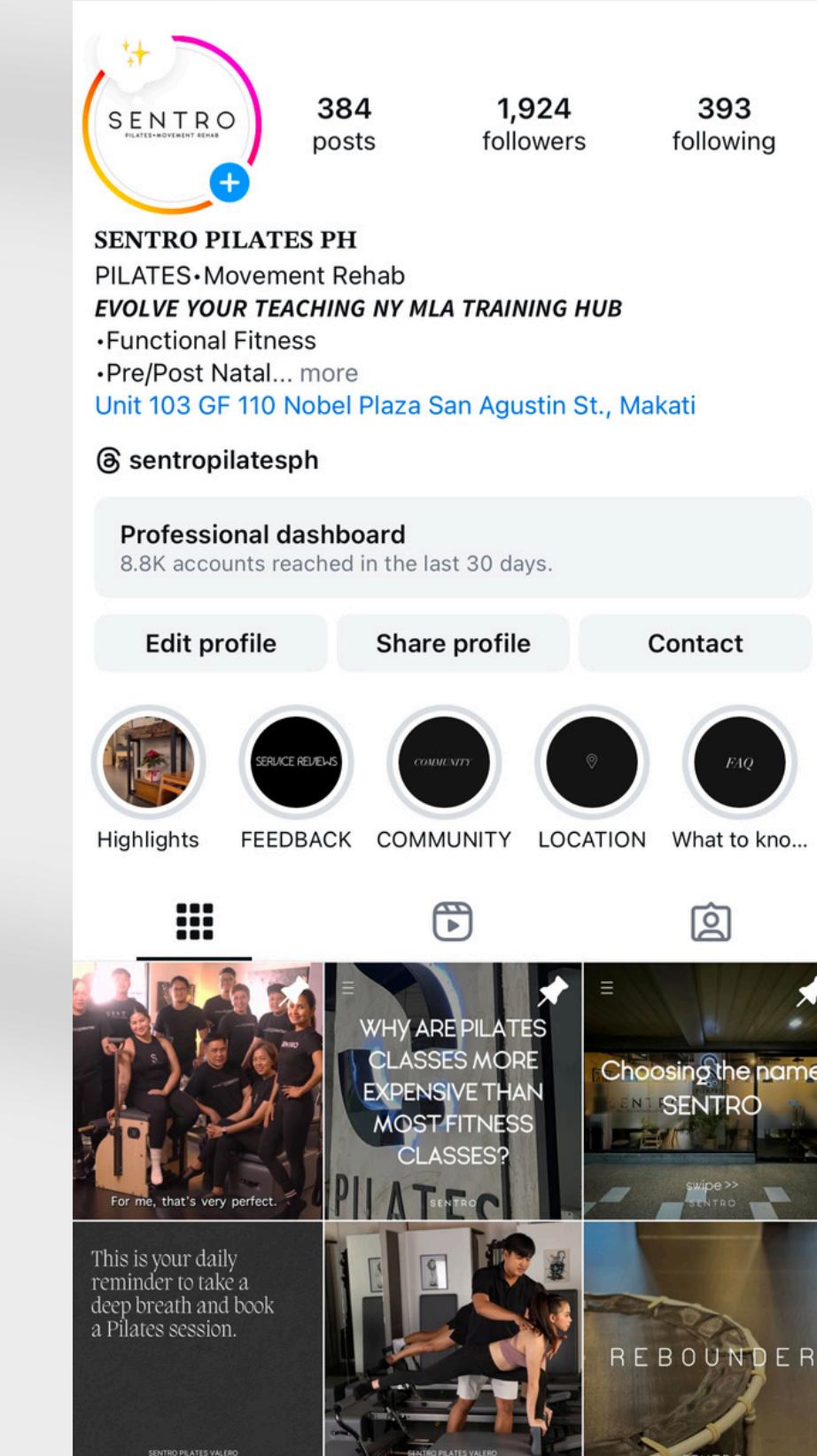
**DUET SESSION** P 3,200 / (1,600 EACH)



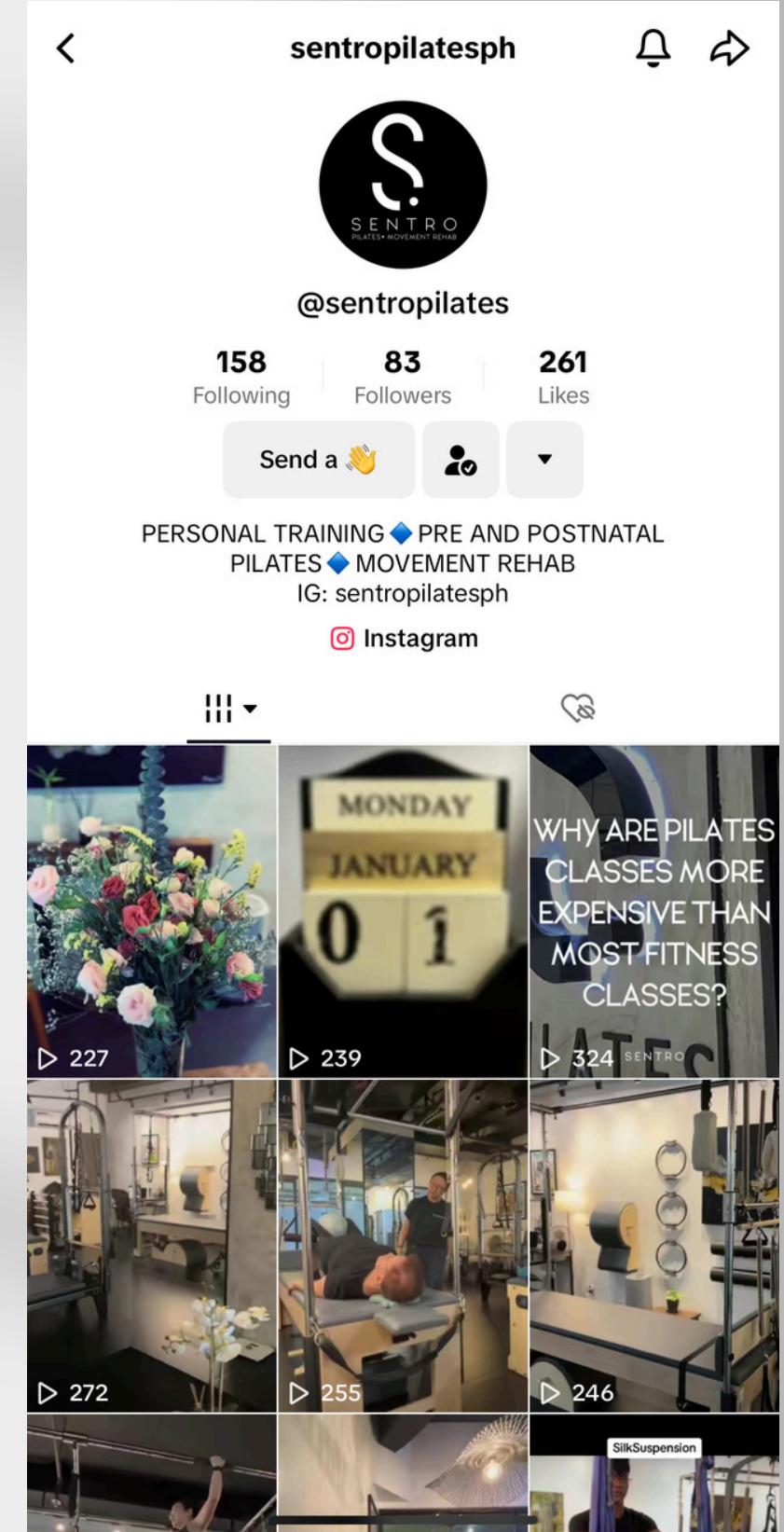
# SOCIAL MEDIA MARKETING



FACEBOOK



INSTAGRAM



TIKTOK

# Management Team

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THANK YOU