

A grayscale photograph of a person's arm holding a dumbbell. The person is wearing a white watch with a white strap. The background is blurred, showing what appears to be a gym setting. The text 'Business Plan Example' is in a bold, sans-serif font, and 'f0 f0 Fitness' is in a cursive font.

Business Plan Example

f0 f0 Fitness

ff Fitness

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2. Executive Summary

A. Introduction

ff Fitness is a proposed fitness center targeting women in Jeddah, Saudi Arabia. The concept is to create an environment dedicated to obtaining/maintaining physical and mental well-being. *ff Fitness* will be the first of its kind in the community offering exercise machines designed for women, personal trainers, a dietary consultant, massage therapists, and apparel shop, all with women-only in mind. The class schedule will also concentrate on both mind and body exercise with everything from step aerobics to yoga. In order to start this business, *ff Fitness* will need start-up funds to purchase necessary equipment and furniture, and a line-of-credit to extend early cash shortages.



B. Business Opportunity

The continuing growth of the fitness industry is significantly impacted by women. As women become increasingly more involved in fitness activities, it is more evident than ever, their needs in a fitness center are different than men's. The for-women-only marketing niche is opening the door for opportunities like *ff Fitness* to be successful. The female population working and living in Jeddah is struggling to find a fit in fitness facilities located in the community. It is the perfect time for *ff Fitness* to offer them what they need.

C. Product description

ff Fitness will be more than just a "gym" because it will have a wide variety of classes, services, and events aimed at women for maintaining physical and mental well-being.

D. Current Business Position

Mrs. Loloa Hassan has nearly twelve years of combined experience in fitness competition, personal training, and fitness center management. Upon receiving credit, Mrs. Loloa can use her experience to position *ff Fitness* as the leader in women's fitness. She has selected an assistant manager, Miss. Manal, who complements her with her several years of experience in facility/operations management in fitness/sporting establishments. By adding licensed/certified individuals for training, diet, massage, and classes, *ff Fitness* can offer the highest quality services for women in Jeddah.

E. Financial Potential

The *ff Fitness* sales forecast shows projected sales of over \$1 million in years one, two, and three. Net income grows from \$94,627 in year one to \$185,101 in year two and \$188,415 in year three.

F. The request

ff Fitness is requesting \$128,500 for start-up purchases of equipment, furniture, building improvements, and other materials needed for opening. In addition, a \$50,000 line-of-credit to cover cash shortages in months one, two, and three of year one of start-up.

3. Company Background

Lolos Hassen is a long-time fitness enthusiast and has been dreaming of LOLO Fitness since her mid-twenties. At that time, Loloa was a regular competitor in a number of aerobic and fitness events. She was very dedicated and won several regional and national awards. She invested much of her prize money and is now able to contribute over \$100,000 toward her lady fitness dream.

After her competitive years, Loloa worked as an independent personal trainer helping other women prepare for competitive aerobic and fitness events. Loloa later became a fitness center manager for a women-only facility in Riyadh, Saudi Arabia. While working solely with women, Loloa became acutely aware of the demand for fitness facilities built with women-only in mind.

Now, nearly twelve years later, she and her husband are preparing for his retirement from his Job when his work at Riyadh is completed in August 2022. They have lived on Riyadh for three years and have recently become homeowners in the Jeddah community.

Presently, we have legally registered our lady fitness center and we have fruitfully acquired the required business license and all the necessary permits to run this type of business in Saudi Arabia.

We were able to secure a standard facility along the road in the heart of the city. The facility for our fitness center has a swimming pool and enough packing space for our clients.

Currently, we have concluded recruitment and training exercises of 5 employees that will pioneer the business. We are set to open our fitness center in June 2023 with an open house party for residence in the neighborhood and friends.

4. Vision, Mission and Goals

ff Fitness is a new business venture requesting funds needed to get started. It is the long-term goal of Loloa to become the first choice in women's fitness and expand into as many as three other suitable communities on Jeddah.

Vision Statement:

ff Fitness vision is to contribute our quota to encourage ladies in south Jeddah, to engage in the regular exercising of their bodies, so as to enable them stay healthy.

Mission Statement:

The *ff Fitness* philosophy is to provide professional staff dedicated to helping women improve or maintain their physical health and mental well-being through activities specifically designed for them.

Goals:

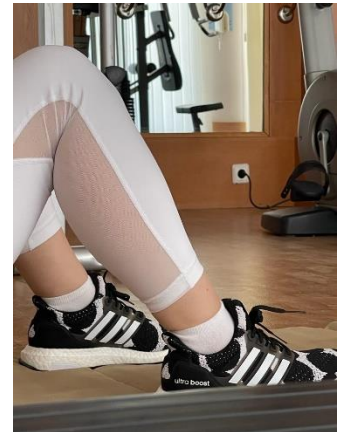
ff Fitness facility will become the first choice for women who want to belong to a fitness facility. A strong marketing effort will communicate how a top-quality facility, a professional, certified team, and a female-specific focus can bring women the physical and mental well-being they desire. The long-term goal of Loloa is to create a facility model which can be duplicated in as many as three other similar communities on Jeddah.

Services:

The services offered at *ff Fitness* will include:

- ✓ exercise equipment area with specially selected machines designed for women
- ✓ three fully equipped rooms for classes in step, yoga, boxing, tae bo, and tae chi (for example), and led by certified instructors
- ✓ complete locker room facilities, including a 10-person jacuzzi
- ✓ a lounge and vending area
- ✓ an apparel shop with specialty fitness clothes
- ✓ individualized help from certified/licensed personal trainers, dietitian, and massage therapists

ff Fitness will be more than just a "gym" because it will have a wide variety of classes, services, and events aimed at women for maintaining physical and mental well-being.



5. Industry and competition

In the 2010s, the fitness industry began growing tremendously. Information was pouring from the medical community identifying regular exercise as a key to fighting off many diseases and health risks. With fitness interest at an all-time high, nurturing your community and highlighting your safety and hygiene measures is more important than ever.

However, the coronavirus crisis has had a gigantic impact on the fitness industry. Many businesses who offer in-person only services are struggling after forced lockdowns and closures. On the other hand, companies that offer digital and virtual fitness training have seen significant growth. Moreover, the rapid growth in women fitness centers along with strong government support towards the national transformation plan's goal (Vision 2030) of improving fitness levels among Saudi Arabians will reduce the growth slump caused by the covid pandemic.

The concept of fitness is always evolving, but 2022 has taken that to the extreme. The brands that evolve with the consumer are the ones who will have a role to play in the next evolution of fitness. Health and fitness go beyond a visit to a gym or one single workout: it's an experience.

Today, the industry is recovering and continues to grow as new medical information shows the need for regular exercise is greater than ever, especially for programs targeting gender-specific health concerns. *ff Fitness*

will be the first of its kind in the south area of Jeddah and will be the most complete facility for women residents.

According to Mordor Intelligence, the Saudi Arabian health and fitness club market was valued at USD 702.38 million in 2020, registering a CAGR of 8.37% during 2021-2026. Consumers in Saudi Arabia are willing to spend more on health and fitness clubs, with its health aspects playing a key role in driving the market growth across the country. The rising number of health clubs and gyms with personal training and the latest fitness equipment is attracting consumers to health and fitness clubs, which is likely to positively impact the market growth in coming years.

The Saudi Arabian health and fitness club market is highly fragmented, with the major presence of private-label players. Leejam Sports Company (Fitness Time), Fitness First, Lava Fitness, and Kinetico Ltd are a few prominent players in the market. The other major players in the market include Kinetico, Sweat Army, Fit Zone, and Interval Plus. These prominent players are constantly acquiring different strategies to cater to the needs of consumers and remain competitive in the market. As a growth strategy, the key players are now focusing on social media platforms, like Facebook and others, for the online marketing and branding of their service offerings to attract more customers.



6. Market Analysis

- Our Target Market

The target market for *ff Fitness* cuts across ladies of different walks of life. The fact that people register in gyms and fitness clubs for various reasons makes marketing the business interesting. The target market for *ff Fitness* can be categorized into three various groups. The first group are people who are looking towards shedding weights through proper exercising and under the guidance of a qualified instructor.

The other group of people are those who are interested in building their biceps (body building) and the last group of people are those who just want to enroll for cardio sessions under the watchful eyes of a qualified trainer. These sessions are a combination of light weights, treadmills, and bikes.

- SWOT Analysis

ff Fitness is in business to help its clients achieve their health and fitness goals and at the same time to make profit. We are aware that there is competition in the gym and fitness industry which is why we took out time to conduct an effective SWOT Analysis before investing our hard earned money.

We know that if we get things right before starting our fitness club, we will not have to struggle before attracting loyal clients and building our membership base to a level where we can easily breakeven.

- Strength:

One of the obvious strengths that will definitely stand as a plus for *ff Fitness* is the fact that our facility is centrally located in a densely populated – residential area in Jeddah; our location is in fact one of our major strength.

We equally have a team of highly qualified professionals who will work with all our clients to achieve their aims or enrolling in our center and lastly our membership package is one of the best that lady living in Jeddah can get; it is cheap and affordable.

- Weakness:

Having critically looked into our business model, we were able to identify two major weaknesses. One is the fact that we are a new business and the second is the fact that we may not have the financial resources required to match up with existing gyms in Jeddah when it comes to acquiring latest gym equipment and generating the needed hypes that can drive traffic towards our facility.

- Opportunities:

We are centrally located in one of the busiest areas in Jeddah, and we are open to all the available opportunities that the city has to offer. We also run a 18 hours, 7 days a week; thus giving us the advantage to leverage on any available opportunity.

- Threat:

Some of the threats that are likely going to confront *ff Fitness* is unfavorable government policies, demographic / social factors, downturn in the economy which is likely going to affect consumers spending and lastly, the emergence of new competitors within the same location where our fitness club is located.

- Our competitive advantage

ff Fitness is centrally located in a densely populated – residential area in Jeddah; this is obviously going to give us an edge amongst our competitors. We equally have a team of highly qualified professionals who will work with all our clients to achieve their aims or enrolling in our gym and lastly our membership package is one of the best that any lady living in Jeddah can get; it is cheap and affordable.

We can confidently say that the location of our center will definitely count as a positive for us amongst any competitor that might start a fitness business in same location where ours is located. We will continue to work hard to ensure continuous improvement in our facility and service delivery. As a matter of fact, our services will be second to none in south Jeddah.

7. Marketing plan

Marketing efforts will reach prospective members through social media, and email ads, and mobile marketing, flyers distributed at the local clinic and college, and corporate sponsorship of fitness events.

- Our Market Goals

Every business is supposed to have a marketing goal, and that we have done too. As a result, we have perfected our sales and marketing strategies, and are set to deliver excellent services and gym facility. We know that if we structure our business properly and have highly trained and motivated employees, we are likely going to meet or even surpass our set market/sales target of generating enough income/profits from our first three months of operations.

We have been able to come up with the following marketing goals. It is important to state that our marketing goals/projections are guided on the information we gathered from the field and of course from some workable assumptions as well.

- 1- Register a minimum of 1000 active members in our center on the first year of officially launching *ff Fitness*.
- 2- Retain a minimum of 60 percent of the people that register in our gym and there about increase it by 10 percent every year.
- 3- Generate a total income of 1,000,000 US dollar within the first year of setting up the business
- 4- Generate a total income of 1,200,000 US dollars in our second year of running the business
- 5- Generate a total income of 1,300,000 US dollars in our third year of running the business.

- Our Marketing Budget

Our marketing budget is influenced by our marketing strategies which are directed towards achieving specific objectives that support the strategic goals of the organization. The truths is that all that we do will be geared towards creating new market channels, increasing sales and increase our market share. We will leverage on improving on our services and facility to ensure that we win new clients and retain old members.

Our marketing budget for our fitness business is put at 48,000 US dollars for the first year of officially launching the business. This is so because we have been able to study the industry and winning clients is easier when your center is well positioned and well equipped.

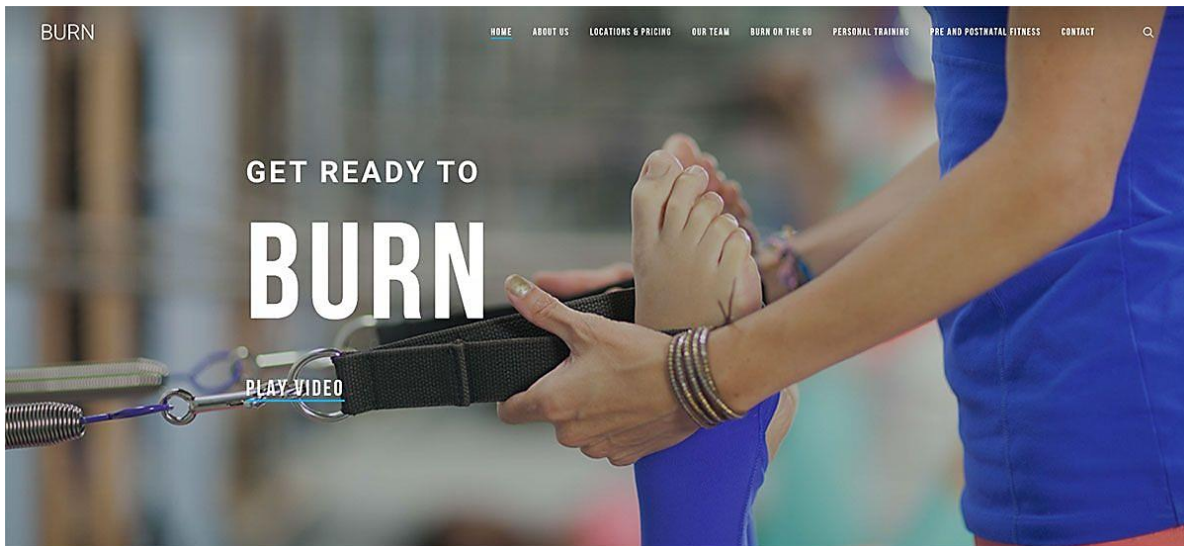
Subsequently, we will budget between 5 percent and 10 percent of our annual income towards marketing and promoting *ff Fitness*.

- Marketing executive plan

1- Digital Marketing

❖ Website

In this digital age, a website is the face of any business. It is an index of our business. We will build an SEO friendly and a user- friendly website. We will beef and beautify it with enticing pictures of our gym equipment, sample demos, and details of trainers.



❖ YouTube

YouTube has 2 billion monthly active users. According to marketers fitness centers can market their gym management software through YouTube with short videos and. it will give the best results for their business. So, we will fresh and informative videos explaining the various types of equipment in our fitness center, their benefits, etc. Our plan includes:

- ✓ Posting genuine and peculiar content every month
- ✓ Doing SEO for videos
- ✓ Uploading eye-catching high-quality (HD) creative videos that engage the users
- ✓ Mentioning the relevant title and description along with keywords
- ✓ Communicating with the subscribers
- ✓ Replies to all comments
- ✓ Make through social media sharing

❖ Instagram

One picture is worth a thousand words. Because of its colorful and creative pictures, videos, and funny images, Instagram has become a more engaging social network than Facebook now. 70% of users are engaging with brands through Instagram. Marketing through this platform a big hit for fitness clubs. Our plan includes:

- ✓ Upload clear and high-quality pictures of *ff Fitness*
- ✓ Upload photos of our center equipment
- ✓ Upload photos of exercises, aerobatics, and all activities done at the gym.
- ✓ Upload under 3-minute videos of our services
- ✓ Post once per week to our feed using hashtags and locations that will increase our following. These can be a mix of video and images.
- ✓ Post 1 or more stories each week to communicate with our current followers and promote our offers.
- ✓ Reply to every comment (except from spammers) and direct message within 48 hours.
- ✓ Comment on other businesses posts or posts from individuals using hashtags we follow at least once per day.

2. Mobile Marketing:

As mobiles are more in number than desktops because of their portability, it will be advantageous for our fitness center to set a platform for planning a mobile-centric marketing strategy. Besides, people are spending most of their time on mobile apps and social media through mobiles. Mobile marketing will enhance the speed of our business growth. For using mobile application platforms, our center will have no App but we can run our Ads on mobile apps of other businesses. Our plan includes:

- ✓ Run one Ad on mobile app platforms every month
- ✓ Run our Ads in-game apps
- ✓ Run our Ads based on location
- ✓ Will create 1 campaign on Google Ads each 6th months.

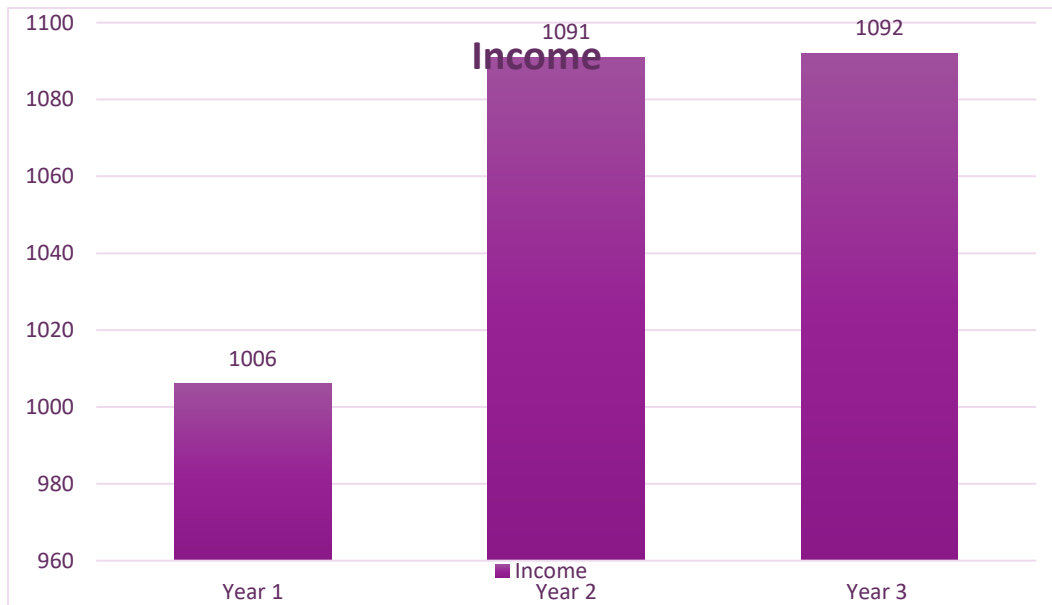
8. Sales Forecast

It is important to state that our sales forecast is based on the data gathered during our feasibility studies and also some of the assumptions readily available on the field.

It would be hard to create a sales forecast with a newly opened business, like fitness club. This is simply because the statistics that will be provided will be on a short-term basis. Experts said that usually a business should be in operation for at least one year before they can generate the statistics that will be needed to help in accurate forecasting; statistics should be at least one year old in order to show the trends and pattern in consumer spending.

We expect to register a minimum of 1,000 active members within our first year of operations and then in subsequent year we will grow our membership. Below are the sales projection for *FF Fitness*, it is based on the location of our facility and the services and products that we will be offering to our clients (members);

- First Year: \$1,006,585
- Second Year: \$1,091,285
- Third Year: \$1,092,665



In fact, this projection is done based on what is obtainable in the industry and with the assumption that there won't be any major competitor offering same additional services as we do within 10 Kilo radius from our center facility.

- Our Pricing Strategy

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge too much less than what our competitors charge their members in Jeddah.

Be that as it may, we have put plans in place to offer discount services occasionally and also to reward our loyal customers especially when they refer clients to us or when they register as a family. The prices of our services will be same as what is obtainable in Saudi open market.

- Customer benefits when they register in *ff Fitness*

We are in business for the purpose of making profits and building long lasting relationship with everyone that register in our fitness club. We are quite aware that if how members are satisfied with our fitness facility, programs and of course services, they will definitely remain loyal and perhaps encourage their friends, family members and colleagues to register in our fitness club hence we are trained and well positioned to deliver services that will benefit our members and potential members alike.

In view of that, here are the benefits our members and potential members stand to benefits when they register in *ff Fitness*:

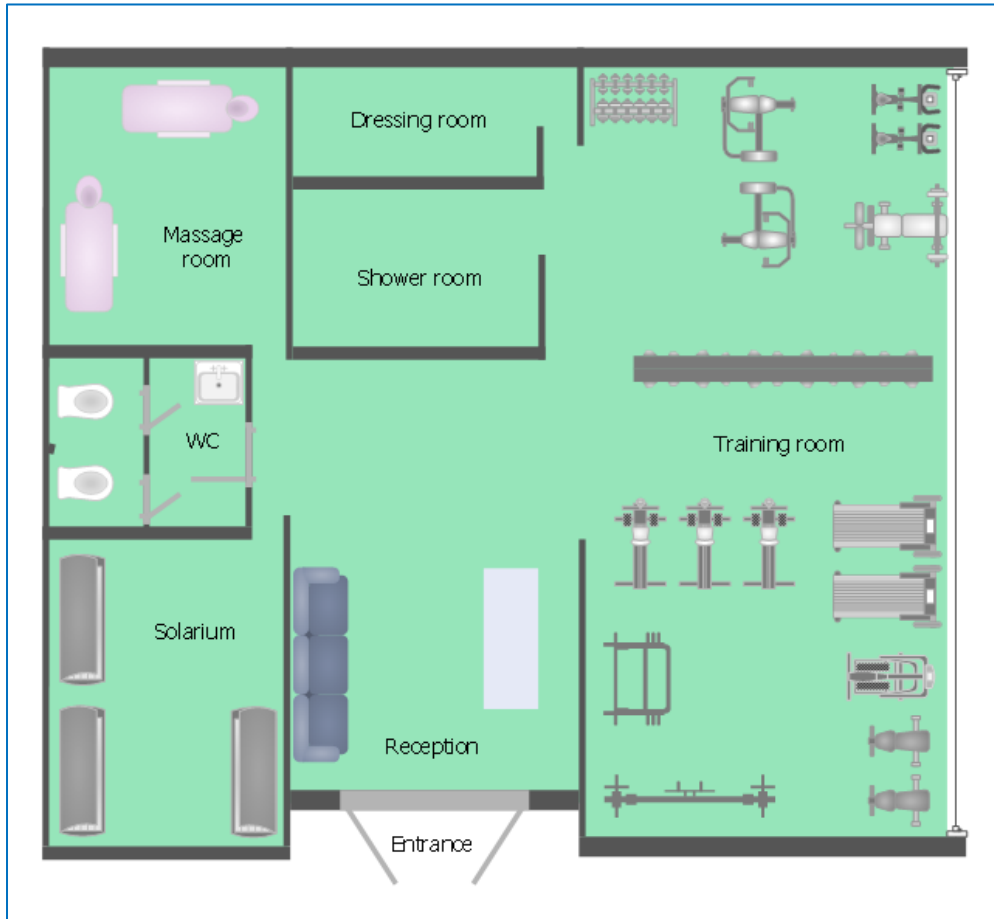
- ✓ We have a weight management consultant who will work with individual based on customized fitness and nutrition needs.
- ✓ Highly secured facility and enough parking space and competitive membership fees that they can get in Jeddah.
- ✓ We will run fitness clubs that will help members who want to lose weight achieve their desire without little stress.
- ✓ We will open 18 hours in a day and seven days in a week in order for us to be able to accommodate people with different time preference.
- ✓ Excellent customer service delivery at all times and of course freebies at regular intervals
- ✓ Good value for their money



9. Operating Plan

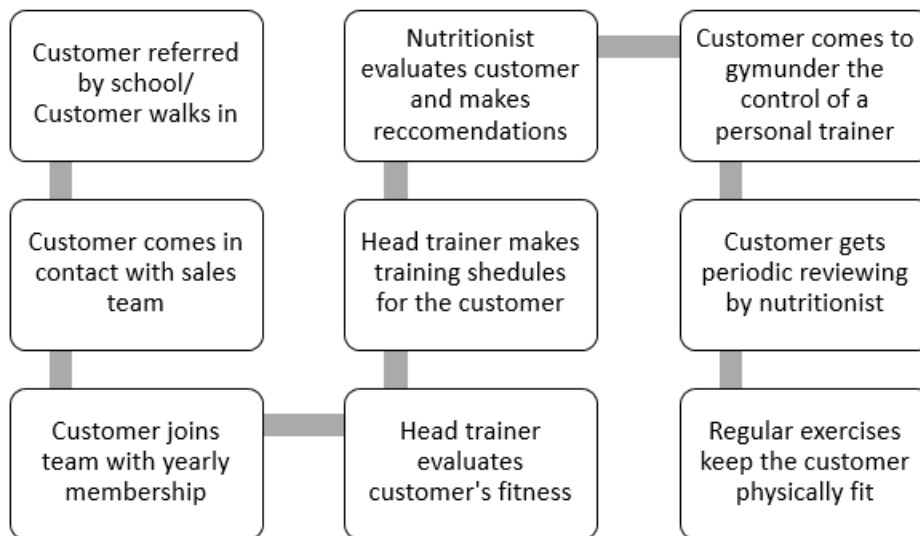
ff Fitness will benefit from Mrs. Loloa because of her previous experience in personal training and fitness center management. She is not only acutely aware of the day-to-day operation, but also what it's going to take to make Lady Fitness the top choice among women in the Jeddah community.

Our initial floor plan for *ff Fitness* is going to be this way:



- **Process map**

The following demonstration shows the regular process that a customer will follow when joining the gym. Essentially, tailored training, nutritional advice, and superior services of the fitness center will play a great role in the success of the business.



10. Management & Ownership

Mrs. Loloa Hassen will be the sole owner of *ff Fitness*, and she will serve as the facility manager. Mrs. Loloa will focus on her areas of expertise: corporate alliances, sponsorship activities, marketing, and overseeing the classes and instructors, and the apparel store.

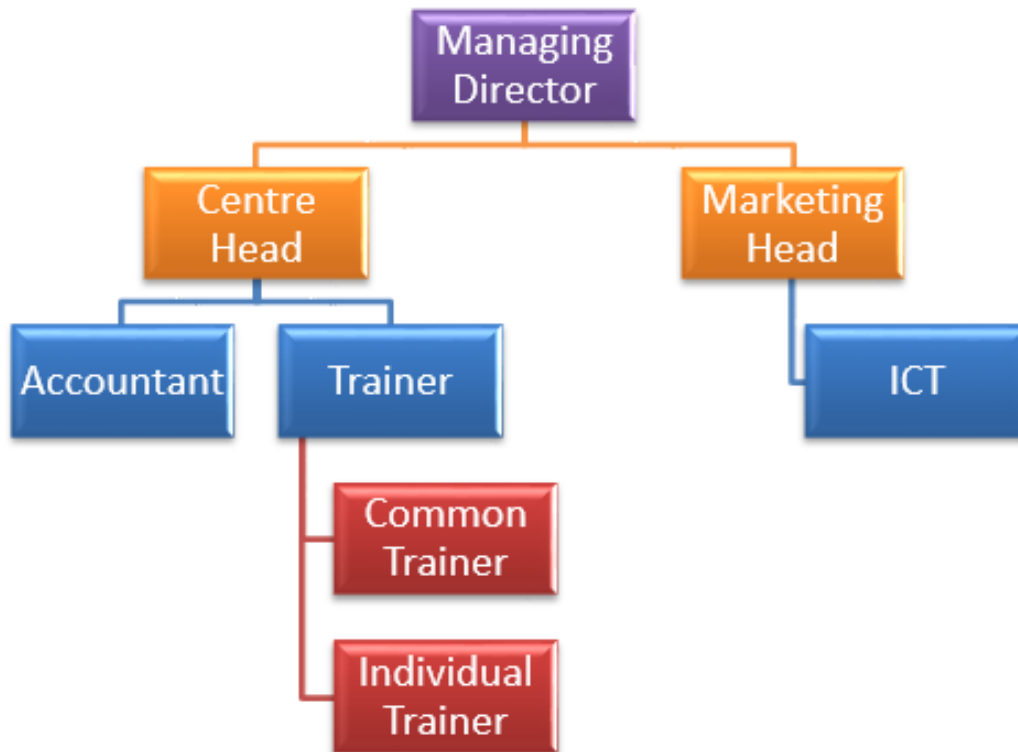
Mrs. Loloa has found an assistant manager to oversee matters in finances, staffing, appointment booking, facility care, and other general upkeep duties. The individual is...

Miss Amal Abdulrahman

Her previous experience includes twelve years of facility/operations management experience for a Fitness Time. Loloa has worked with her on several occasions during various fitness events while she's been with Fitness Time. She compliments Miss. Amal because of her experience in the areas she is less familiar with managing: finances, staff scheduling, and facility upkeep for example.

- Organization chart

Our business will start small and then we will grow gradually. In the first year of operation, we are expecting no more than 12 people to work in *ff Fitness*. The major positions are shown in the organization chart.



11. Financial Plan

The projected financial outlook for *ff Fitness* can be found in the appendix. Reports presented are:

- 1- Income projection (Sales Forecast) (Years 1, 2, & 3, and Summary)
- 2- Expense Budget (Years 1, 2, & 3, and Summary)
- 3- Profit & Loss Statement (Years 1, 2, & 3, and Summary)
- 4- Balance Sheet (Years 1, 2, & 3, and Summary)
- 5- Cash Plan (Years 1, 2, & 3, and Summary)
- 6- Ratios Analysis

| Income Projection | | | |
|----------------------------|------------------|------------------|------------------|
| Income Category | Year1 | Year 2 | Year 3 |
| Membership Dues | 330,000 | 360,000 | 360,000 |
| Class Fees | 165,000 | 180,000 | 180,000 |
| Personal Training Sessions | 254,385 | 281,880 | 281,880 |
| Apparel Sales | 24,000 | 24000 | 24,000 |
| Vending Royalties | 12,550 | 13,805 | 15,185 |
| Message Sessions | 166,050 | 172,800 | 172,800 |
| Dietary Consultations | 54,600 | 58,800 | 58,800 |
| Total Income | 1,006,585 | 1,091,285 | 1,092,665 |
| | | | |

| EXPENSE PROJECTION | | | |
|-----------------------|----------------|----------------|----------------|
| Expense Category | Year1 | Year 2 | Year 3 |
| Payroll | 642,300 | 642,300 | 642,300 |
| Lease | 79,992 | 79,992 | 79,992 |
| Marketing | 48,000 | 46,000 | 46,000 |
| Utilities | 24,000 | 24,000 | 24,000 |
| Telephone | 3,600 | 3,600 | 3,600 |
| Insurance | 12,000 | 12,000 | 12,000 |
| Subscriptions | 400 | 400 | 400 |
| Office Supplies | 2,400 | 2,400 | 2,400 |
| Miscellaneous Expense | 3,600 | 3,600 | 3,600 |
| Cleaning Services | 18,000 | 18,000 | 18,000 |
| Maintenance Contract | 1,500 | 1,500 | ,1500 |
| Certifications | 10,000 | 10,000 | 10,000 |
| Total Expenses | 845,792 | 843,792 | 843,792 |
| | | | |

| Profit & Loss Statement | | | |
|-------------------------|-----------|-----------|-----------|
| | Year1 | Year 2 | Year 3 |
| Income | 1,006,585 | 1,091,285 | 1,092,665 |
| Less COGS: | | | |
| Material | 12,000 | 12,000 | 12,000 |
| Total COGS | 12,000 | 12,000 | 12,000 |
| Gross Profit | 994,585 | 1,079,285 | 1,080665 |
| Operating expenses : | | | |
| Payroll | 642.300 | 642.300 | 642.300 |
| Lease | 79,992 | 79,992 | 79,992 |
| Marketing | 48,000 | 46,000 | 46,000 |
| Utilities | 24.000 | 24.000 | 24.000 |
| Telephone | 3,600 | 3,600 | 3,600 |
| Insurance | 12,000 | 12,000 | 12,000 |
| Subscriptions | 400 | 400 | 400 |
| Office Supplies | 2,400 | 2,400 | 2,400 |
| Miscellaneous Expense | 3,600 | 3,600 | 3,600 |

| | | | |
|--------------------------|---------|---------|---------|
| Cleaning Services | 18,000 | 18,000 | 18,000 |
| Maintenance Contract | 1,500 | 1,500 | 1,500 |
| Certifications | 10,000 | 10,000 | 10,000 |
| Amortization | 2,000 | 2,000 | 2,000 |
| Deprecation | 40,807 | 40,807 | 40,807 |
| Total operating expenses | 888,599 | 886,599 | 886,599 |
| Operating incomes | 105,986 | 192,686 | 194,066 |
| Interest expense | 10,262 | 7,585 | 5,651 |
| Net income | 95,724 | 185,101 | 188,415 |

| Balance Sheet | | | |
|--------------------------------|---------|---------|---------|
| | Year1 | Year 2 | Year 3 |
| Assets: | | | |
| Current assets: | | | |
| Cash | 115,211 | 319,512 | 525,192 |
| Inventory | 5,000 | 5,000 | 5,000 |
| Total current assets | 120,211 | 324,512 | 530,192 |
| Fixed assets (net) | 193,193 | 152,385 | 111,578 |
| Other assets (net) | 8,000 | 6,000 | 4,000 |
| Total assets | 321,404 | 482,897 | 645,770 |
| Liabilities and equity: | | | |
| Current liabilities: | | | |
| Accounts payable | 1,000 | 1,000 | 1,000 |
| Line of credit | 0 | 0 | 0 |
| Current maturities | 23,607 | 25,541 | 27,634 |
| Total current liabilities | 24,607 | 26,541 | 28,634 |
| Long-term liabilities (net) | 83,073 | 57,532 | 29,898 |
| Total liabilities | 107,680 | 84,073 | 58,532 |
| Equity | 213,724 | 398,824 | 587,239 |
| Total liabilities and equity | 321,404 | 482,897 | 645,770 |

| Cash Plan | | | |
|------------------------------|-----------|-----------|-----------|
| | Year1 | Year 2 | Year 3 |
| Cash receipts: | 1,006,585 | 1,091,285 | 1,092,665 |
| Operating cash expenses: | | | |
| Inventory purchases | 16,000 | 12,000 | 12,000 |
| Other expenses | 845,792 | 843,792 | 843,792 |
| Total Operating cash exp. | 861,792 | 855,792 | 855,792 |
| Cash from operations | 144,793 | 235,493 | 236,873 |
| Debt activities : | | | |
| Principle payments | (21,820) | (23,607) | (25,541) |
| Interest payments | (10,262) | (7,585) | (5,651) |
| Total Debt activities | (32,082) | (31,192) | (31,192) |
| Net cash after debt services | 112,711 | 204,301 | 205,681 |
| Change in cash | 112,711 | 204,301 | 205,681 |
| Beginning cash | 2,500 | 115,211 | 319,512 |
| Cash before borrowing | 115,211 | 319,512 | 525,192 |
| Line of credit activity | 0 | 0 | 0 |

| | | | |
|-------------|---------|---------|---------|
| Ending cash | 115,211 | 319,512 | 525,192 |
| | | | |

| Ratio Analysis | | | |
|-------------------------------|---------|---------|---------|
| | Year1 | Year 2 | Year 3 |
| Profitability ratios: | | | |
| Gross profit margin | 98,81% | 98,90% | 98,90% |
| Operating profit margin | 10,53% | 17,66% | 17,76% |
| Net profit margin | 9,51% | 16,96% | 17,24% |
| Return on equity | 71,82% | 60,36% | 38,19% |
| Return on assets | 40,71% | 47,85% | 34,36% |
| Liquidity ratios: | | | |
| Current ratio | 4,89 | 12,23 | 18,52 |
| Quick ratio (acid-test) | 4,68 | 12,04 | 18,34 |
| Working capital ratio | 0,10 | 0,27 | 0,46 |
| Activity ratios: | | | |
| Accounts receivable days | 0,00 | 0,00 | 0,00 |
| Inventory days | 150,00 | 150,00 | 150,00 |
| Inventory turnover | 2,40 | 2,40 | 2,40 |
| Sales – to –assets | 3.87 | 2.71 | 1.93 |
| Leverage ratios: | | | |
| Debt-to-equity | 0,50 | 0,21 | 0,10 |
| Debt ratio | 0.34 | 0.17 | 0.09 |
| Times – interest (TI) earned: | | | |
| Operating income | 105,986 | 192,686 | 194,066 |
| Interest expense (-) | 10,262 | 7,585 | 5,651 |
| TI earned ratio | 10.33 | 25.40 | 34.34 |

12. Action plan

| Action | Target Date | Description |
|-------------------------------------|---------------------------|---------------------------------|
| Secure funding from Angel Investors | Feb 2023 | Needed for the initial capital |
| Acquire lease for property | March 2023 | Key resource |
| Acquire Equipment | April 2023 | Key resource |
| Complete legal requirements | April 2023 | Important precautionary measure |
| Recruit head trainers | May 2023 | Key resource |
| Recruit nutritionists | May 2023 | Key resource |
| Recruit the sales team | May 2023 | Key resource |
| Recruit personal trainers | May 2023 | Key resource |
| Opening of the fitness center | 1 st June 2023 | Key day |

13. Conclusion

ff Fitness major goal of starting up the fitness club is to encourage ladies in Jeddah to cultivate the habit of regularly exercising and to stay healthy. Our center facility is specifically designed and built to take care of adults and young girls. This is of course our major unique selling point and perhaps that is what makes our fitness club superior to our competitors in and around Jeddah.

So also, one of the factors that will serve as a unique selling point for our fitness club is the fact that our facility is centrally located in a densely populated – residential area in south Jeddah; our location is in fact one of our major strength.

We equally have a team of highly qualified professionals who will work with all our clients to achieve their aims or enrolling in our gym and lastly our membership package is one of the best that anybody living in Jeddah can get; it is cheap and affordable.

Another unique selling point that will give us edge over our competitors is that our facility is equipped with modern technology. We have got large TV screens close to our cardiovascular equipment and treadmills, so as to help our clients stay entertained while they engage in their exercise.

We will work towards ensuring that we provide our clients/members with a daily program of exercise and diet that perfectly suit their lifestyle and also to help them achieve their desired results and to help them create lasting healthy habits that will last them for life.