

Business plan

[Business](#)



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Assumptions

Online Fitness Service - this is the business unit that aims to offer online fitness guidelines and workouts to the people who seek fitness and health services at the gym or at their home in convenient times.

Research market for online health guidance services in terms of industry size and competitors (Thomas, 2003).

Development of online platform where the users can register and retrieve information.

Building functioning network with partners such as gym trainers, health care consultants and physicians.

Small scale operation and pilot study for assessing the response of customers.

Basic report on online business market.

Online platform and registration tracking system created.

Pilot study in place and result evaluated.

Revenue and costs/cash flow model finalised.

Marketing activities finalized.

Completion of entire business plan.

Resources available to conduct the research

Identification of Gaps is possible.

Stakeholders identifies the value of an online health platform

Team members works together to make effectual use of resources and develops realistic costs

Marketing skills can be developed through proper research.

<https://assignbuster.com/business-plan-essay-samples-3/>

No external constraints.

Reference

Thomas, R. K., 2003. Health Services Planning. 2nd ed. Berlin: Springer.