

My business

Business



My Fitness Academy will be set up at Copiague, in New York 11726 Great Neck Road in the polish center. It will be called Martas Academy aiming at making people fit by integrating dance and exercises

The business is based on two simple facts:

Healthy people are more productive than those that are chronically ill.

It costs less to prevent injuries or illnesses than to treat them after they occur.

At this Fitness Academy, we believe that traditional approaches to the current healthcare crisis are misdirected. These traditional efforts are what we call reactive, that is, they wait until after a person has been stricken with illness or injury, and then pay for the necessary treatments. Our approach, will emphasize on prevention and good health promotion, is much more proactive.

The Academy

Fitness management is based on the belief that healthy people are more productive and efficient. For this reason, it will provide wellness strategies/programs to club members. This will combine dance and exercise-related activities designed to facilitate positive lifestyle changes in members.

Academy Ownership and Start up Capital

The Academy will be a privately held business with one founder and owner.

Start-up capital will require approximately \$60, 000 which will all be provided by the founder. Approximately \$30, 000 will be allocated to leasehold improvements and \$15, 000 to equipment.

Services

In my business, classes will be offered in both English and Polish languages. This will mean that those who do not understand English can attend the lessons offered in Polish. I also intend to offer superior customer services in a clean and enjoyable environment. I will also make the lessons affordable to people by charging a membership fee of \$50 since my target group will have a house income of \$50, 000-\$60, 000 per year. So a membership of \$50 will be quite reasonable and affordable. The level of education will not matter as long as one understands either English or Polish.

The Academy will offer a number of lessons. They include yoga lessons, Pilates, choreographed dances for children between ages 3- 6 and other kind of dances. For instance, I will be having school children interested in the choreographed dance, couples who want to learn how to dance and keep fit as well and yoga will be ideal for a number of people and especially pregnant women.

The lessons will also be spread throughout the day in order to have a good timetable for everyone. This will ensure that the lessons are easily accessible and that no one is left out because of time. The Academy will have a flexible timetable whereby one can have a variety of lessons to choose from in terms of time. One can either attend morning, noon, and evening or late night classes.

Promotion Strategy

Initial promotional activity will be through advertisements. This will be in form of printed posters placed at strategic positions like at the neighboring businesses where many people/ customers visit. I will also place advertisements on the church and school bulletins. Promotional activity will also be utilized through other media outlets like the news papers and Radio, but minimally. Word-of-mouth will also attract potential clients.

Management Summary

The Academy will be a small business headed by one individual. He will be aided by a number of experienced trainers but as the business grows, more staff will be employed to cater for the business's growing needs.

References

Rhonda, Abrams. (2003). *The Successful Business Plan: Secrets & Strategies*. London: The planning Shop