

Business plan

Business



unit Business Plan for ' Good Health Fitness Centre A fitness center is meant to encourage active living through offering many programs and service that are purposive of maintaining good health. The main purpose of this statement is to explain the set of business goals, to articulate why they are attainable and in the same time propose on how they can be achieved in order to benefit the whole society.

Background

In many people's perception having a good diet may seem hard to put into practice especially in this age. The society is thus faced by change in the way they feed. Most of the food taken are from quick shops and spell out as junk food with a lot of calories. This has been in practice by people regardless of their age ranging from their childhood which poses as great dange (Henry, 2013)r.

Also from the time of industrialization in this world whereby machines replaced work done by human especially the practical and manual work, many people have engaged in business or work practices which they engage passively. Most people work in offices and spend all of their day sited. This makes their bodies to be more relaxed which is a great danger.

Due to the above practices which have been caused by emanating factors in the environment such as technological developments in food and in how work is carried out, diseases have come into being which have killed and continue to kill people all over (Pinson, 2004). An example of a lifestyle disease is cancer which results from eating unhealthy food which comprises mostly of junk food and on the other hand not practicing at all.

As per the above aspects of life, it is thus worth to come up with a fitness center which will tend to assist people to maintain a good living

characterized with good health through training and proper dieting. This is spelled out in the fitness centers vision, mission and the strategy of the organization (Bisoux, 2002).

Vision

Good health fitness center is an entity whose main goal will be to create a fit and healthy society. Good training and proper dieting will be our main objective which we intend to teach the society in order to make the world a better place. Our agenda is to eliminate lifestyle diseases in the future through our committed staff of well-trained fitness guides who will be of help to the society through their advice on how to train and live well.

Our goal is also to create branches throughout the nation In order to ease access of training facilities and services. Our vision is to be the best in weight management, group fitness, cardio and martial arts.

Mission

Our mission is to be the best firm in the world in terms of the quality of our programs and services through diversity of the fitness nature we supply to our customers. We are committed to give back to the society proper skills in which to arm it with good living to create a healthy population regardless of the changing environment.

Works Cited

Bisoux, T. (2002). Funny Business. BizEd , 1-3.

Henry, M. (2013). Small Business Notes. Business plan outline for small business start up , 1-4.

Pinson, L. (2004). Anatomy of a business plan: a sep by step guide to building a business and securing your companys future. chicago: Dearbon trade press.

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