



HIIT IT

BUSINESS PLAN

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EXECUTIVE SUMMARY

To create a fitness centre that is the house of a competitive training programme.



Create a global brand and community, starting in Kuala Lumpur, Malaysia.



Deliver exceptional customer service and a warm, friendly environment.



Target corporate crowd and working class to offer competitive rates on membership.



Open at least 5 outlets in Kuala Lumpur, and take the brand global by way of franchise.

GENERAL COMPANY DESCRIPTION

We are a fitness facility that focuses on HIIT (high intensity interval training), strength building and endurance improvement



Design programmes that clients follow instead of hiring trainers to conduct classes.



Programmes cater to all levels.



The facility is created to allow clients to concentrate on following the programmes.



See results from a well-developed programme!



Happy clients = repeat clients = membership renewals

WE ARE DIFFERENT

NO TRAINERS

NO DISTRACTIONS

JUST TRAIN

OUR WEAPON OF CHOICE: HIGH INTENSITY INTERVAL TRAINING

TORCH MAXIMUM CALORIES IN MINIMUM TIME

IDEAL WORKOUT FOR A BUSY SCHEDULE

NO EQUIPMENT NEEDED

MINIMAL SPACE REQUIRED

PRODUCTS & SERVICES

Classes focusing on different aspects of fitness each day, and
industry events

CLASSES	
MON	STRENGTH + POWER
TUE	CARDIO + CORE
WED	STRENGTH + STRETCH
THU	CARDIO INTENSE
FRI	ENDURANCE
SAT	ALL-ROUNDER
SUN	ZEN

WE WILL INCORPORATE SPORTS-SPECIFIC
TRAINING ROUTINES, ANIMAL MOVEMENTS, AND
YOGA INTO THE HIIT METHOD

EVENTS	
FITNESS NETWORKING SESSIONS	FITNESS RETREATS & COMMUNITY EVENTS
GUEST SPEAKER- LED WORKSHOPS	OUTDOOR FITNESS SESSIONS

SERVICES	
HEALTH FOOD DELIVERY	LOCAL DJ TO CREATE MUSIC
OUTSOURCE JUICE BARS AND FOOD STATIONS	

M A R K E T A N A L Y S I S

**KUALA LUMPUR IS MALAYSIA'S PREMIER HUB OF MNC
HEADQUARTERS AND SME(S)**

WHY KUALA LUMPUR

**HUGE MARKET OF EXPATS AND LOCALS WHO UNDERSTAND THE BENEFITS OF
KEEPING FIT**

**GROWTH IN TECH COMPANIES THAT HAS ATTRACTED A PROFESSIONAL
CUSTOMER BASE INLINE WITH OUR TARGET AUDIENCE**

**CLIENTS WILL COME BACK IF WE PROVIDE PROGRAMMES THAT THEY CAN FOLLOW. CHALLENGE THEIR
FITNESS WITH COMPETITIVE CLASSES. LOOK LEAN AND TONED.**

COMPETITIVE ANALYSIS

A LIST OF OUR COMPETITORS

FITNESS FACILITY	LOCATION	OPENING HOURS	CONCEPT	PRICING
KOA FITNESS	B-G-07 Gateway Kiaramas 1 Jalan Desa Kiara Kuala Lumpur 50480	Mon-Fri, 7am-9pm; Sat, 9am-3pm	All women gym · Traveller packages available · Opt to use just the gym (payment plan varies) · 45min classes · Catchy names like 'Booty pump' & 'Fat Blaster' · Yoga · Offer personalised fitness programmes for one on one training	Per class basis 4: RM 150 8: RM 240 12: RM 300 Unlimited per month: RM 450
HIIT2FIT	A4-UG1-08 Publika Jalan Dutamas 1 Kuala Lumpur 50480	Daily 10am – 10pm	Lean HIIT: Indoor Cycling with a heart rate monitor, music and screen · Mean HIIT: Circuit training · 45 mins · Pay as you go pricing option · Powerful music · Nutrilab	Pay as you go RM70 for one week trial
F45	8 outlets of which 3 are opening soon Operational: KLCC, Damansara Heights, Mont Kiara, Ampang, Desa Park Opening soon: Mid Valley, Mutiara Damansara, Damansara West	Mon-Fri, 6.30am - 8pm; Sat-Sun, 9am - 11.30am	45 min class · Different days of the week focuses on either strength or cardio · Globally tuned workouts · Special F45 radio station from various DJs · Same workout routine for the entire day	7 day free trial Month to month: RM 470 6 month: RM 415 Drop in: RM 80 10 classes: RM 600
THE HITT GARAGE	14-3 Jalan Wangsa Delima 6, Pusat Bandar Wangsa Maju Kuala Lumpur 53300	Mon-Fri, 9am – 11pm; Sat-Sun, 10am – 2pm	• Various types of classes offered such as Zumba and Piloxing • One on one sessions available	Monthly – RM 350 3 months – RM 990 6 months – RM 1920
FIRE STATION	16-6A Batai Village Jalan Batai Kuala Lumpur 5049 Ground Floor, Plaza Mont Kiara, 2 Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur	Mon-Fri, 6am – 9pm; Sat, 8am – 5pm; Sun 8am – 12midnight	Yoga on bike · Treadmill circuit · MMA inspired workout · Workout for kids · Focus on trainers conducting workouts · One on one sessions available	5 classes – RM 250 10 classes – RM 430 25 classes – RM 1000 50 classes – RM 1750
MINISTRY OF BURN	27-1, Jalan Medan Setia 1, Bukit Damansara, Ground Floor, Baker Tilly Tower, Tower 1, Avenue 5, Bangsar South City	7am to 930pm	Bikes · Rowing machines · HIIT · Pilates · 45mins · Only one of its kind to focus on rowing	1 class – RM 60 5 classes – RM 260 10 classes – RM 490 60 classes – RM 1950

O P E R A T I O N A L P L A N

TO INVEST IN MARKETING AND BRANDING TO ENSURE THAT WE
STAND OUT AS A NEW AND COMPETITIVE CENTRE

EQUAL PARTNERSHIP	POTENTIAL SPACES	OPENING HOURS
<p>Company to open with all shareholders in equal partnership.</p> <p>Once space is sourced and secured, interior renovation begins, together with equipment purchase.</p> <p>Marketing, branding, and pre-opening sales to start – secure 100 memberships in the pre-sale period.</p>	<p>Mont Kiara Arcadia Desa Parkcity Mid Valley Damansara</p> <p>2000 – 2500 sqft</p> <p>Close to pockets of residential space and corporate offices</p>	<p>Classes will be conducted on a 45-minute basis with a buffer of 15 minutes between classes. Centre will be closed at all other times. Usage of the centre will not be allowed other than conducting classes at the stipulated times.</p> <p>Monday to Friday 615am, 7am, 8am, 12pm, 1pm, 6pm, 7pm and 8pm. Saturday 8am, 9am, 10am Sunday 8am, 9am, 10am</p>

MANAGEMENT & OPERATION

THE TEAM

ROLE	NO.	NAME OF PERSON(S)	JOB DESCRIPTION
INVESTOR	3		Provide funding and advises on business management. Also, sets pathway for corporate deals.
OPERATIONS MANAGER	1	YOGES MOHAN	Stationed at Kuala Lumpur temporarily to do the hiring of necessary trainers and staff. Also oversees training for staff and programme development for classes. Overall management of outlet(s).
MARKETING MANAGER	1		Manages branding, marketing strategy and corporate sales.
OUTSOURCED CLEANING COMPANY	1		To ensure daily cleanliness of the outlet, equipment and the toilets. To wash and provide towels on a weekly basis.
STAFF	3		Trainers who are trained to execute the programme to clients and to help with registration and orientation of newcomers.

** AN OUTLET MANAGER MAY BE HIRED WHEN THE OPERATIONS MANAGER DEEMS IT FIT FOR THE HANDOVER OF A PARTICULAR OUTLET **

START UP COST & CAPITALISATION

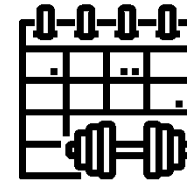
BY OUR ESTIMATES IN MALAYSIAN RINGGIT

Rent	12 000
Equipment	38 000
Interior setup & renovation	20 000
Membership Software & Website	10 000
Marketing Company and Materials	10 000
Operations Manager Salary	15 000
Staff Salary	7000
Utilities	3000
Telephone & Internet	500
Total	115 500

Based on the estimates above, the start-up cost should round up to a total of RM120 000. As such, if the company were to be owned equally with 3 investors, individual investment will be RM40 000.

LEAVING WORDS

IN SUMMARY, OUR BREAK EVEN POINT



Full capacity 25
7 classes a day
Open 6 days a week
Membership at RM 400 per month or RM 120 per week

Drop in RM45

Expected to break even in 6 months



HIIT IT