# GYM BUSINESS PLAN TEMPLATE

A working structure built around the seven-step framework.
Fill in each section with real numbers.

## Step 1: Executive Summary

*Write this section last, after every other step is complete. Keep it under 600 words.*

**Problem, solution, and market size**

_____
_____
_____

## Financial snapshot

Break-even point (member count and month):
_____

Member Lifetime Value (MLV): _____

Customer Acquisition Cost (CAC): _____

LTV:CAC ratio: _____

Year 1 revenue projection: _____

Year 3 revenue projection: _____

Positioning and competitive advantage
_____
_____

Funding ask (total amount): _____

Use of funds breakdown
_____
_____

## Step 2: Decide What Kind of Gym or Studio You're Building

**Mission (one sentence):** _____
**Vision — 1 year:** _____
**Vision — 3 years:** _____
**Vision — 5 years:** _____

### Business type — check one

□ Gym (facility-access model)
□ Studio (per-class / session model)
□ Hybrid — primary logic: _____

### Legal structure — check one

□ Sole proprietorship
□ Partnership
□ LLC
□ Corporation

Reason for this structure: _____
Planned location: _____
Hours of operation: _____
Square footage / primary zones: _____

## Step 3: Analyze Your Market, Location, and Competition

### Target market

Demographics (age, income, occupation, household):
_____

Psychographics (goals, price sensitivity, current alternative):
_____

Target audience size (from data.census.gov):
_____

## Location analysis

Population within 10-minute drive:

_____

Number of existing gyms/studios in catchment:

_____

Peak-hour foot traffic estimate (Google Popular Times):

_____

## Direct competitors

| Competitor | Pricing | Capacity/ Utilization | Service Gaps | Review Sentiment |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

## SWOT analysis

| | Positive | Negative |
|---|---|---|
| | | |
| | | |

Row 1 = Internal (Strengths / Weaknesses). Row 2 = External (Opportunities / Threats).

## Step 4: Define Your Services and Pricing Structure

Core service / signature offering:

_____

### Pricing model — check one

□ Per class / session (studio model)
□ Flat monthly facility access (gym model)
□ Hybrid — primary logic: _____

### Membership Tiers

| Tier | Monthly Price | What's Included? |
|---|---|---|
| | | |
| | | |

### Contract length — check one

□ Month-to-month
□ Annual
□ Hybrid (both offered)

**Price floor (cost per unit + target margin):**

_____

## Step 5: Build the Financial Plan

### Investment costs (one-time)

| Item | Estimated Cost |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

*Real estate/deposit · Build-out · Equipment · Furniture/fit-out · Technology setup · Website · Signage/branding · Launch marketing · Insurance setup · Legal/permits*

## Operating costs (monthly)

| Item | Estimated Cost |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

*Rent · Utilities · Staff wages · Software subscription · Maintenance · Service contracts · Employee insurance · Marketing · Taxes/fees*

## Profit & Loss projection

| | Month 1 | Month 6 | Month 12 |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

*Rows: Members · Monthly revenue · Fixed costs · Variable costs · Profit/loss*

## Break-even calculation

Fixed costs ($): _____

Price per member ($): _____

Variable cost per member ($): _____

Break-even point (members) — Fixed Costs ÷ (Price − Variable Cost):
_____

## Sensitivity analysis

| Scenario | Effect | Response |
|---|---|---|
| | | |
| | | |
| | | |

*Scenarios: membership 20% below projection · competitor opens nearby · 3-month seasonal dip*

## Revenue mechanics

Estimated deferred revenue (prepaid programs):
_____

Non-dues revenue as % of total (PT, retail, programs):
_____

Estimated billing/collection loss (5–9% benchmark):
_____

## Technology stack

**Gym management software under evaluation:**
_____

## Step 6: Plan Your Team, Operations, and Risk Management

### Staffing Plan

| Role | # of Staff | Competition Structure |
|---|---|---|
| | | |
| | | |
| | | |

### Operations checklist — mark complete

□ Cancellation and membership hold policy documented
□ Code of conduct and complaint handling process documented
□ Health and safety procedures documented
□ Opening/closing checklists and shift handoff documented

### Insurance

| Coverage Type | Annual Cost | Provider |
|---|---|---|
| | | |
| | | |
| | | |

Emergency fund target ($ — 3-6 months operating expenses):
_____

## Step 7: Build the Marketing Plan and Secure Funding

Total monthly marketing budget ($):

_____

% of revenue: _____

### Channel budget allocation

| Channel | Monthly Budget | Target CAC |
|---|---|---|
| | | |
| | | |
| | | |

*Referral · Paid social · Paid search · Local SEO/GBP · Partnerships*

### Funding checklist — mark complete

□ SBA Form 1919 / lender application
□ Personal and business tax returns (2–3 years)
□ P&L and balance sheet
□ Cash flow statement with projections
□ Business bank statements (3–12 months)
□ Business debt schedule
□ Personal credit score checked (650+ target)

### Review cadence — set the dates

Quarter 1 review date: _____
Quarter 2 review date: _____
Quarter 3 review date: _____
Quarter 4 / annual review date: _____