
MOMENTUM TRAINING CENTER
20
24
GIVING YOU THE MOMENTUM TO START TODAY

Value proposition

“Giving you the momentum to start today.”

Goals for customers

Help customers learn and thrive in their health journey

Gift customers a reasonable commute to the gym

Stand out factors

Versatility - being open to athletes and non-athletes with a downstairs turf area that can be used by a member or rented by a coach. Basic sports needs for each sport will be provided to an extent. (lacrosse/soccer goals, sports balls, wrestling mats etc.)

Community involvement - We will be sure to listen to our customers, having a sheet at the front desk open to all members to express new needs, concerns, etc.

A reasonable travel for locals - In my town, the average travel to the gym is about 25 minutes being the closest gym is the town over, momentum training center will give customers the best service and easiest travel.

Customer segment



Location: Hunterdon County, NJ

- Only 2 Gyms in the county, both are located in the same town
- Many members of the gyms complain of distance

Age target: 17+

- Memberships will come from people who can travel reliably
- average age of members in a gym is 18-34

Target customers

- All gym goers and athletes
- Coaches or other customers in need of indoor practices for any sports

Channels





- **Location of building** - From here, members can sign up for memberships and experience the training center for what it has to offer
- **Social media** - Momentum training center will be present on all social media such as instagram and facebook to gain attention and easy access to start a membership
- **Online website** - An online website will be up and running with all information and membership deals, this will make it easy for customers to sign up for memberships and purchase merchandise

Customer relationships



- **1 week free trial** - This will result in potential customers coming in being they will have nothing to lose from this situation
- **Discounts when purchasing at the front desk for members** - members will gain points on their membership card for every time they purchase anything from our clothing line or supplements from the front desk, these points will result in getting free items
- **Close knit community** - We will be sure to let our members know we care about them for more than their money. Small birthday gifts such as a free t-shirts will be shipped to them

Revenue streams



- **Merchandise** - products such as clothing and supplements wi be sold at the front desk
- **Advertising** - marketing tactics such as online ads and billboard around the area can potentially bring in more customers
- **Renting** - Coaches can rent our basement turf area out for hours at a time when bad weather occurs (can also be rented out for months at a time)
- **Subscriptions** - Majority of customers will be paying on monthly memberships and not 1 day payments

Key activities



- **Private instruction** - personal trainers will be available for those who are in need (this will be added payment to their monthly membership)
- **Maintaining good equipment** - A big reason members switch gyms is due to beaten up/old equipment, in order to keep the training center in good business, this will be a important key
- **Managing members with trustworthy employees** - Good employees are pillars to a great business, having friendly and rule following employees will make sure no non members sneak their way in and make sure members feel welcomed and comfortable

Key resources

- Gym/Sport equipment
- Merchandise (clothes and supplements)
- Partnerships
- Qualified trainers
- employees (front desk)
- Marketers





Key partnerships

- **Equipment suppliers** - taking equipment off gyms hands that are selling their gym space or shutting down. This can be good equipment for cheap. I will also be purchasing certain equipment online as well.
- **Certified personal trainers** - Personal trainers will be a whole other stream of revenue for the gym, this will result in monthly pay from personal training memberships equaling more profit for the business
- **Local businesses** - other businesses in the area can partner with us to promote and sponsor each others businesses on apparel or products, resulting in a even exchange in cross-promotion
- **Wellness brands** - having a certain brand to consistently purchase from. A brand will be used based on customer satisfaction

Cost structure



- Employee wages - paying employees
- Facility costs - paying for the building itself
- Equipment costs - paying for all equipment within the training center
- Opportation costs - marketing projects
- Administrative costs - computers, membership management costs, etc

Opening funding

Facility costs - $250,000 to open

Equipment - $90,000

Computers and other tech - $1,500

Legal fees - $1,500

Total cost of opening funds - $343,000

Annual costs

- Employee wages
- Personal trainers
- Merchandise
- Marketing
- Maintenance

Totals: $10,000 per month

Yearly revenue

Membership: $40 per month

Merchandise: $20-$25

With a rough estimate of about 650 members and average of percentages, our total revenue for the year would be: $375,000

Personal trainers: $30 an hour

Turf area rent: $100 per hour

Feasibility (1-10)

I would rate my feasibility a solid 6 being this is a very attainable business based on location, but I am not sure if I will be able to meet the needs financially being I have not mapped out exact numbers as of now. But overall I can see this idea working well with a lot of hard work and dedication.