
Boutique Gym Business Plan

Executive Summary

- Introduction to your boutique gym.
- Mission and vision.
- Financial snapshot and funding needs.

Business Description

- **Gym Concept:** Boutique gym focusing on personalized training or specialized workouts.
- **Target Market:** Fitness-focused individuals with a premium budget.
- **Unique Features:** Limited memberships, cutting-edge equipment, luxurious amenities.

Market Analysis

- **Industry Overview:** Demand for personalized fitness and luxury gym services.
- **Target Demographics:** Professionals, fitness enthusiasts, niche groups (e.g., athletes).
- **Competitive Analysis:** Comparison with nearby gyms.

Offerings

- High-end equipment and facilities.
- Exclusive training programs (e.g., HIIT, strength training, boxing).
- Membership tiers (basic to premium).
- Wellness add-ons (massages, recovery therapy).

Marketing and Sales

- **Marketing Channels:** Instagram, Facebook, fitness blogs.
- **Promotions:** Membership discounts, referral bonuses, influencer endorsements.
- **Retention Plans:** Member perks, progress tracking apps.

Operations

- **Staffing:** Certified trainers, support staff.
- **Schedule:** Class and gym hours.
- **Partnerships:** Local health brands, food companies.

Financial Overview

- Budget breakdown for setup and operations.
- Profit and loss projections.
- Investor or loan requirements.