

Gym Financial Plan

Title Page

- Gym name
- Date of the plan
- Contact details

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Executive Summary

- Overview of gym operations
- Summary of goals (e.g., memberships, services)

1. Current Financial Situation

- Income (memberships, personal training, classes)
- Fixed costs (rent, utilities, staff salaries)
- Variable costs (equipment maintenance, marketing)
- Assets (gym equipment, cash reserves)
- Liabilities (loans, leases)

2. Financial Goals

- Short-term (e.g., increase membership by 20%)
- Medium-term (e.g., introduce new fitness classes)
- Long-term (e.g., open a second branch)

3. Budget Plan

- Revenue forecasts based on memberships and services

- Expense allocation for marketing and maintenance

4. Investment Plan

- Equipment upgrades
- New class or program launches
- Facility renovations

5. Risk Management

- Liability insurance for injuries
- Equipment maintenance to prevent downtime

6. Tax Strategy

- Optimize deductions (equipment, advertising)
- Tax compliance for gym memberships and services

7. Action Plan

- Membership drive campaigns
- Timeline for equipment upgrades and renovations