



2.3. Start-up Expenses

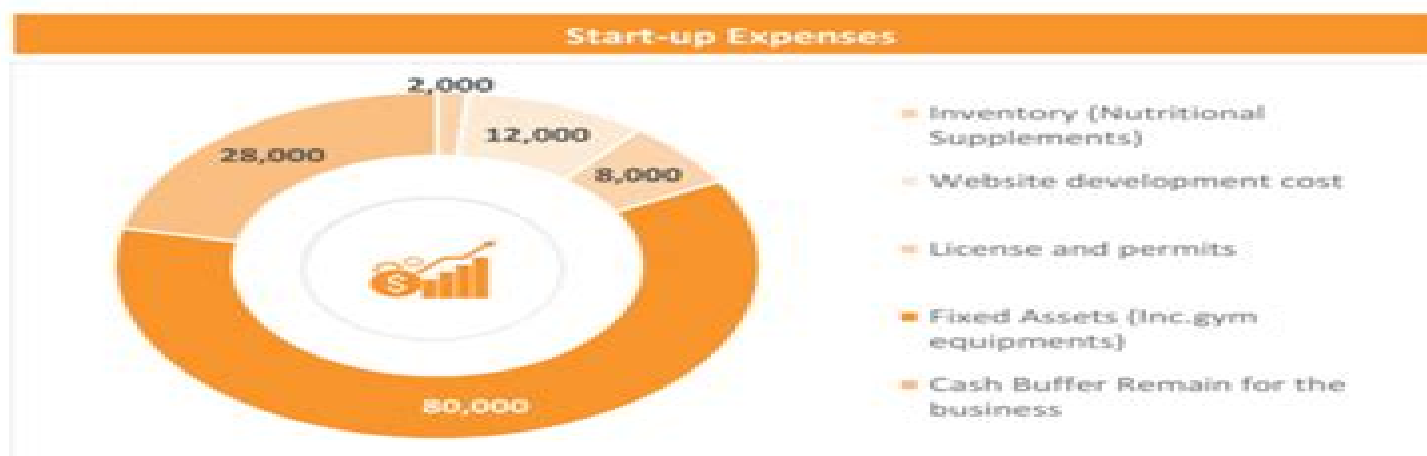
The Company will lease a space (6,000 square feet) in New York City. As NY is one of the largest and most densely populated cities in the US. The city has a large and diverse population that could support many different types of gyms. With a large number of young professionals and a growing interest in health and fitness.

The company envisions raising an equity investment of \$110,000, to purchase the gym equipment's, to renovate the space, obtain permits and licensing, advertising, and staffing.

The majority of the expenses are related to the purchase of gym equipment, that includes cardio machines, strength training machines, free weights, functional training equipment (TRX bands, battle ropes, plyometric boxes, and agility ladders), stretching equipment, and fitness accessories.

It aims to become the first-choice of the target segment and further envisages becoming a renowned brand in the US market.

Equity Capital: \$130,000



Wellness Business Plan

Camilla Rothe



Wellness Business Plan:

Progressive Business Plan for a Health and Wellness Center Nat Chiaffarano MBA, 2017-04-09 Get Smarter About Your Chosen Business Venture This updated book contains the detailed content and out of the box ideas to launch a successful Health and Wellness Center Company This Business Plan Book provides the relevant content needed to become much more knowledgeable about starting a profitable Health and Wellness Center business The fill in the blank template format makes it very easy to write the business plan but it is the out of the box strategic growth ideas and detailed marketing plan presented for this specific type of business that will put you on the road to success This book features in depth descriptions of a wide range of innovative products and services and a comprehensive marketing plan that has been customized for your specific business strategy It also contains an extensive list of Keys to Success Creative Differentiation Strategies Competitive Advantages to seize upon Current Industry Trends and Best Practices to exploit Plus Actual Business Examples Helpful Resources Financial Statement Forms and Alternative Financing Options If your goal is to obtain the business knowledge industry education and original ideas that will improve your chances for success in a Health and Wellness Center business then this book was specifically written for you

Building a Wellness Business That Lasts Rick Stollmeyer, 2020-10-20 Start and grow a durable business in the rapidly growing wellness industry As we emerge from COVID 19 the world sits on the cusp of a massive wave of wellness industry growth This Fourth Wave of Wellness will bring hundreds of millions more people into healthier happier lifestyles creating millions of jobs and producing massive entrepreneurial opportunities Whether your goal is to work from home open a neighborhood wellness studio or launch the next global wellness brand Building a Wellness Business That Lasts is your definitive guide Wellness has become one of the largest and most important business opportunities of our age fueled by massive societal trends rapid technology innovations and hundreds of thousands of wellness business entrepreneurs Independent teachers trainers and therapists and studio gym spa and salon owners across the globe are transforming shopping malls and downtown districts with wellness experiences that help hundreds of millions of people live healthier happier lives Author Rick Stollmeyer is the co founder and CEO of Mindbody Inc the leading technology platform for the wellness industry Over more than two decades Rick built Mindbody from a garage startup into a multi billion dollar technology platform for the wellness industry helping thousands of wellness business owners achieve their visions in the process This experience has given Rick a front row seat to the explosive growth of the wellness industry He brings that unique experience and his passion for entrepreneurship to Building a Wellness Business That Lasts This book will inspire and inform you at the same time and will serve as a powerful guide you can refer to on your path to success

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healthier happier lifestyles creating millions of jobs and producing massive entrepreneurial opportunities Whether your goal is to work from home open a neighborhood wellness studio or launch the next global wellness brand *Building a Wellness Business That Lasts* is your definitive guide Wellness has become one of the largest and most important business opportunities of our age fueled by massive societal trends rapid technology innovations and hundreds of thousands of wellness business entrepreneurs Independent teachers trainers and therapists and studio gym spa and salon owners across the globe are transforming shopping malls and downtown districts with wellness experiences that help hundreds of millions of people live healthier happier lives Author Rick Stollmeyer is the co founder and CEO of Mindbody Inc the leading technology platform for the wellness industry Over more than two decades Rick built Mindbody from a garage startup into a multi billion dollar technology platform for the wellness industry helping thousands of wellness business owners achieve their visions in the process This experience has given Rick a front row seat to the explosive growth of the wellness industry He brings that unique experience and his passion for entrepreneurship to *Building a Wellness Business That Lasts* This book will inspire and inform you at the same time and will serve as a powerful guide you can refer to on your path to success

Nurse-Managed Wellness Centers Tine Hansen-Turton, Philip Greiner, Mary Ellen Miller, Ann Deinhardt, 2009-03-16 Meaningful candid honest and visionary This guide will get you started and keep you moving forward An excellent tool for any advanced practice nurse faculty member or student who wants to practice in the community Susan Sherman President Independence Foundation From the Foreword Wellness centers continue to play a key role in enhancing access to health care and providing high quality care for patients Nurse Managed Wellness Centers serves as a step by step guide to starting and sustaining an effective wellness center whether non profit or academic Written for nurse and health care leaders nurse educators and students this book demonstrates how to develop centers that provide important health promotion and disease prevention services to all populations The contributors also share firsthand knowledge on how to address the challenges in developing wellness centers Get step by step guidelines on how to Begin and maintain a wellness center Assemble an advisory or governing board Write business plans and secure funding in an era of funding challenges Develop and maintain community partnerships Address mental health challenges in wellness centers Document and measure patient outcomes With this book nurse and health care leaders will obtain the critical tools necessary to successfully develop manage and lead their wellness centers *The New Wellness Revolution* Paul Zane Pilzer, 2012-06-12 Read the Preface Introduction and Chapter 1 at thewellnessrevolution.com Five years ago Paul Zane Pilzer outlined the future of an industry he called wellness and showed readers how they could get in on the profitable bottom floor *The New Wellness Revolution* Second Edition includes more guidance and business advice for entrepreneurs product distributors physicians and other wellness professionals It s an industry that will only grow so get in while you can [Progressive Business Plan for a Men's Health and Wellness Center](#) Nat Chiaffarano MBA, 2018-08-05 Get Smarter About Your Chosen Business Venture This book contains the

detailed content and out of the box ideas to launch a successful Men s Health and Wellness Center This Business Plan Book provides the updated relevant content needed to become much more knowledgeable about starting a profitable men s wellness company The fill in the blank template format makes it very easy to write the business plan but it is the out of the box strategic growth ideas and detailed marketing plan presented for your specific type of business that will put you on the road to success This ebook features in depth descriptions of a wide range of innovative products and services and a comprehensive marketing plan that has been customized for your specific business It also contains an extensive list of Keys to Success Creative Differentiation Strategies Competitive Advantages to seize upon Current Industry Trends and Best Practices to exploit Helpful Resources Actual Business Examples Sourcing Leads Financial Statement Forms and Alternative Financing Options If your goal is to obtain the business knowledge industry education and original ideas that will improve your chances for success in a men s wellness business then this book was specifically written for you the person looking to explore a vast array of new growth ideas

Business Plan For Wellness Center Molly Elodie Rose,2020-04-07 This business book is different Unlike every other book you ll read with titles like How To Craft The Perfect Business Plan in 89 Incredibly Simple Steps this book is different It s a simple How To guide for creating a Business Plan that s right for you and your business and also an easy to follow workbook The workbook will guide you through the process you need to follow It tells you the questions that you need to consider the numbers you need and how to get them and supporting documents you need to gather The main purpose of a business plan is to aid YOU in running YOUR business So the workbook has been designed for you to write the information in and refer back to as needed If you need to supply your Business Plan to another party such as a bank if you re looking for finance then it s simple to type up the various sections for a professional document Running your own business is both a challenging and daunting prospect With a well thought out business plan in place anticipating the challenges you ll face AND the solutions it will be much less daunting and much more exciting Good luck Molly

The Healthy Workplace William M. Kizer,1987 What will a wellness program do to a company s bottom line This practical guide explains how a company large or small can implement a worksite wellness program that can benefit both the company and the community It answers the tough questions that business leaders ask about worksite wellness how to make a return on investment in wellness how to minimize risks what to make of the legal aspects and tax implications and how wellness prepares the work force for the ups and downs of doing business in America The book also looks at the insurance industry s role in promoting the spread of wellness programs A business plan is provided for health promotion at work specific guidelines for programs on smoking cessation alcohol abuse nutrition and exercise are discussed as well as information on community wellness councils

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