

ALBRECHT FITNESS STUDIO BUSINESS PLAN

by

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Honors College

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Requirements for

Graduation with Honors

by

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Executive Summary

Albrecht Fitness Studio

Charlotte, NC

Albrecht Fitness Studio is a private personal training gym that provides personalized programs and private training sessions. Our mission is to help clients of all fitness levels achieve their health and wellness goals through customized workout programs, nutritional guidance, and routine progress checks.

Society is increasingly becoming more health-conscious, and this has led to increased demand for personalized fitness programs. With that being said, there is a market opportunity to cater to clients seeking a more individualized personal training program. Albrecht Fitness Studio is designed for a niche market of clients who prefer a private, focused training environment over traditional, overcrowded commercial gyms.

In-Person and Online Services Offered:

- Personal Training (Programming)
- Nutrition Programs
- Specialized Fitness Programs (strength training, weight loss, and weight gain)
- Nutritional Guidance and Wellness Advice
- Online Training (through coaching app)

Target Market: Our target market includes busy entrepreneurs/professionals, competitive athletes, and clients seeking a specialized fitness program. We also bring value to clients who value privacy and personalization, offering them a top-of-the-line fitness program designed to meet the specific needs of clients.

Competitive Advantages: How Albrecht Fitness Studio differentiates from the competition:

- Personalized workout and nutrition programs designed by certified personal trainers with 10+ years of experience.
- Private top-of-the-line facility that ensures client-trainer focus and no distractions.

- Committing to ‘sustainable change’ with clients, including personally designed nutrition and lifestyle advice.
- Vast range of program options, including online programming, to accommodate various schedules and preferences.

Financial Projections: The company is projecting steady growth of clients and revenue over the first three years. Initial funding will be used for facility setup, purchasing equipment, marketing, and hiring staff. By the end of Year 1, we plan to break even, with a significant profit growth expected by Year 3 due to an increasing number of clients and expanded local outreach in Charlotte, NC.

Albrecht Fitness Studio is positioned to become a leading player in the private personal training market. This will be achieved by offering a variety of personalized fitness programs in-person and online. This company is confident in our ability to achieve long-term success and growth through a strategic marketing approach and high-quality service to our clients.

Company Legal Structure: LLC

Mission Statement: Albrecht Fitness Studio is dedicated to empowering clients to reach their full potential through personally designed fitness and wellness programming. Our mission is to provide a private, high-quality training environment where clients can achieve their goals with tailored programs, expert guidance, and a commitment to sustainable well-being.

Vision Statement: Our vision is to redefine the personal training experience by creating a sanctuary where clients receive individualized attention and support. We aim to be the leading private fitness studio in our community, known for excellence, privatization, and client results.

Company Objectives

1. **Establishing a Strong Client Network:** Attracting clients and retaining them through exceptional communication, personalized workout programs, and online app availability.
2. **Financial Sustainability:** Reaching profitability within the first 12 months and achieving steady revenue growth through results-oriented testimonials and a strong online marketing campaign.
3. **Promoting Sustainable Change:** Providing clients with wellness solutions that include fitness training, nutrition guidance, and lifestyle coaching to support clients' overall health and wellness. Unlike other programs, allowing clients to continue enjoying daily activities. Removing major unsustainable changes from the health and fitness approach.
4. **Expand Company Offerings:** Such as online training options and specialized programs to meet the evolving needs of clients.

Business Model: Albrecht Fitness Studio operates on a membership and service-based model. We offer training packages based on how many sessions are utilized on a per-week basis, between 2-4 sessions. Including a 6-week program, a 4-week program, and a 3-week program;

all comprised of 12 training sessions. Our revenue streams include private personal training sessions, online training, specialized nutrition programs, and fitness consultations.

Company Core Values:

- **Personalization:** Designing each fitness program to meet the unique needs and goals of the client(s).
- **Achievement:** Committed to providing the highest quality service and expertise to clients, achieving the best results, which lead to positive testimonials.
- **Honesty:** The company operates ethically in day-to-day practices and has honest policies in place.
- **Encouragement:** Striving to inspire and motivate our clients, helping them achieve their specific health and wellness goals.

Facility and Equipment: Albrecht Fitness Studio has a variety of designer fitness equipment used to accommodate a wide range of workouts and training needs. Our facility has a private training area, an office for client consultations, a ‘wellness side’ with cardio equipment and some additional free weights, and an on-site massage therapist.

Market Position: Albrecht Fitness Studio is projected to be a premium provider in the personal training industry, with a focus on private workouts, personalized attention, and an educational environment. We aim to stand out from the competition by targeting the niche of a more ‘personal’ and client-centered approach to personal training.

Market Analysis

Industry Overview

Personal training has seen significant growth over the past decade; this is due to increasing health consciousness and increasing demand for personalized programs. According to IBISWorld, the personal training sector is expected to continue its upward trajectory, with annual growth rates of approximately 3-5% over the next five years. This trend shows personalized programs are particularly strong and reflect a shift from standard “gym memberships” to a more tailored, ‘one-on-one’ personal training experience.

Target Market

Professionals and Entrepreneurs: Clients seeking efficient workouts that fit into their busy schedules. These clients highly value their privacy and customized programs. These programs address specific fitness goals while minimizing time constraints, which is perfect for this clientele.

Athletic Competitors: These clients are highly motivated and are committed to long-term success and results. The athletic clientele is typically proactive about maintaining their fitness levels and they prefer personalized attention for better results.

Post-Rehabilitation Clients: Clients recovering from injuries or surgeries often require specialized training programs to regain proper strength. We will offer expert guidance and a supportive environment designed to their specific rehabilitation.

Market Trends

1. **Growing Designer Fitness Gyms:** There is currently a shift towards boutique fitness gyms that offer specialized, high-quality services. These studios provide a private workout space with personalized attention. This is the opposite of the typical client experience of larger gyms.
2. **Fitness Technology:** Fitness technology is being used in personal training, such as fitness tracking apps, online training sessions, and progress monitoring. Using these technologies will enhance client engagement and offer more value to the client.
3. **Focus on Mental Health:** Personal training goes beyond physical fitness; mental and emotional health is important too. Using mindfulness and stress reduction techniques in our programs will cover all bases of our client's health.

Competitive Landscape

There are some competitors in the market, such as large gyms, other personal training studios, and independent online trainers. However, our private studio differentiates itself from the competition by:

- **Personalized Attention:** Larger gyms have a more generalized approach; our studio offers highly individualized training programs designed to specific client goals.
- **Exclusive Environment:** The company provides a private, luxury environment that emphasizes comfort and confidentiality. Our niche clientele finds this appealing to what they desire from a personal trainer.
- **Expert Trainers:** Led by a certified personal trainer with a specialization in areas such as weight loss, muscle gain, and nutritional planning.

SWOT Analysis

Strengths:

- High level of personalization in the programming
- Luxury, private training for client-experience
- Highly qualified trainer with proper certifications
- Flexibility in training schedules and programs

Weaknesses:

- High price point when compared to large commercial gyms
- Limited customer capacity due to the gym's 'private' nature
- Initial sales and brand recognition from the ground up

Opportunities:

- Current expanding market for designer personal training studios
- Partnerships with local businesses
- Growing demand for fitness technology, such as apps

Threats:

- Economic downturns that could affect discretionary spending for luxury purchases
- Competition from commercial gyms and other well-known personal trainers
- Constant evolving client preferences and fitness trends (viral)

The market for private personal training studios is promising. Albrecht Fitness Studio will execute on our strengths while staying conscious of the competition. We will provide exceptional, customized services in a private setting and online. These methods align with the current industry trends and client preferences, setting Albrecht Fitness Studio apart from the competition.

Competitive Analysis

The competitive landscape for private personal training studios is vast, with a mix of direct competitors such as designer fitness studios, independent personal trainers, and large gyms. These competitors offer varying levels of personalization, specialized services, and amenities.

Direct Competitors

1. Designer Fitness Studios:

- **Strengths:** These studios often provide a high level of personalization and a top-notch environment, similar to our vision at Albrecht Fitness Studio. They typically attract clients who are willing to invest in specialized fitness programs and value close attention from their personal trainers.
- **Weaknesses:** They may have limited space and equipment compared to larger gyms, which can restrict their potential services. Also, their high price points may make them less accessible to a broader pool of clientele.

2. Independent Personal Trainers:

- **Strengths:** Independent trainers offer highly customized services and usually have flexible schedules. They may have lower overhead costs, and this allows them to have a competitive pricing model.
 - **Weaknesses:** Independent trainers can lack the proper resources to invest in advanced equipment and facilities. Their marketing and client sales systems may also be less functional compared to a large established gym.
3. **Large Gyms:**
- **Strengths:** Large gyms generally have a wide range of equipment and fitness classes, often at a lower price point. They also benefit from years of being established and already having a large network available.
 - **Weaknesses:** These gyms typically provide a less personalized experience, which may not meet the needs of the niche clients Albrecht Fitness Studio attracts. Their environments can be impersonal, focusing on high volume over high quality.

Indirect Competitors

1. **Online Fitness Programs and Apps:**
- **Strengths:** Online programs and apps offer convenience and accessibility and are usually lower priced. They provide a large variety of workouts that clients can perform at home. This appeals to clients who prefer convenient fitness training.
 - **Weaknesses:** This method lacks personalized attention and real-time feedback from the trainer. This can be a major drawback to some clients. Motivational support and accountability can be a huge part of personal training for some clients.
2. **Corporate Wellness Programs:**
- **Strengths:** These programs often provide comprehensive packages that include workouts, meal plans, and mental health care. They may offer subsidized or free access to fitness resources for employees.
 - **Weaknesses:** They can be very generalized and may not meet the individual needs of clients. Also, corporate programs are typically only limited to the employees of participating companies.

Competitive Positioning

Albrecht Fitness Studio will differentiate itself from competitors through these following strategies:

1. **Personalized Experience:** Albrecht Fitness Studio offers one-on-one training and online programming designed for individual client goals. This high level of personalization ensures that clients receive adequate attention and customized programs that stand out from larger gyms and less ‘personal’ trainers.
2. **Luxury Environment:** The private nature of Albrecht Fitness Studio provides a premium one-on-one setting that appeals to clients seeking privacy and exclusivity. This differentiates from the crowded and impersonal environments of larger commercial gyms.

3. **Expert Trainer:** The Albrecht Fitness team is led by expert trainer Aaron Albrecht. NASM CPT, NASM CNC, expert in weight loss, muscle gain, meal/nutrition coaching, and wellness coaching.
4. **Technological Integration:** Incorporating apps such as True Coach, the number one app for personal trainers. Partnering with big names such as MyFitnessPal and Whoop this app provides the best tools for trainers to manage and engage with clients.
5. **Community Engagement:** Albrecht Fitness Studio encourages client engagement through holiday events, instructor seminars, and group-client activities. This sense of community can enhance client loyalty and increase brand recognition through word of mouth.

By utilizing our personalized client experience, luxury space, expert trainer, True Coach app, and community engagement, Albrecht Fitness Studio is well-positioned to target a specific niche in the market. Understanding the competitor's strengths and weaknesses will allow for strategic positioning for our studio and growth opportunities.

Management and Organization

Management Team

1. Owner/Founder - [Aaron Albrecht]:

Owner and Head Trainer

- **Responsibilities:** As the owner and head trainer, Aaron Albrecht will oversee the overall operations of the studio, such as training clients, client acquisition, and business planning. Aaron Albrecht will also be responsible for designing and implementing personalized training programs through the online True Coach app and maintaining client relationships.
- **Qualifications:** Aaron Albrecht brings 10 years of experience in the fitness industry, with a background in personal training, nutrition coaching, fitness program development, and business management. Aaron Albrecht holds a personal training certification from the National Academy of Sports Medicine, as well as a bachelor's degree in Entrepreneurship & Small Business Management from East Carolina University.

2. Studio Manager - [Aaron Albrecht]:

Studio Operations and Client Relations Manager

- **Responsibilities:** The Studio Manager will handle the operational aspects of the business. This includes client scheduling, client onboarding, and ensuring the studio runs smoothly.
- **Qualifications:** The Studio Manager has experience in customer service and administrative roles using the Twin Oaks gym management software. Aaron Albrecht also has experience using strong organizational and communication skills in the fitness business.

3. Personal Trainers – [TBA]:

Personal Trainers

- **Responsibilities:** Each personal trainer is responsible for conducting one-on-one training and online programming, developing personalized fitness plans, and providing client guidance. They will also contribute to the studio's community-building efforts and participate in events.
- **Qualifications:** Our team of personal trainers will be certified by reputable organizations such as NASM, ISSA, and ACE and possess specialized expertise in areas such as nutrition coaching, wellness coaching, or sports performance.

4. Administrative Support - [Alan Albrecht]:

Administrative Assistant

- **Responsibilities:** Alan Albrecht will support the studio manager with administrative tasks, including managing True Coach software, managing client sales systems, and billing systems.
- **Qualifications:** The Administrative Assistant has experience with bookkeeping and system development with strong organizational skills and attention to detail. His experience being involved with the fitness industry adds to his resume as well.

Organizational Structure

- **Owner/Founder:** Provides strategic direction to the business, oversees all operations, and leads in-person training and online programming.
- **Personal Trainers:** Train clients individually and contribute online True Coach programming for online clients.
- **Administrative Support:** Helps with bookkeeping, system development, and overall maintenance of the True Coach app.

Advisory Board

1. Fitness Industry Advisor - [Rich Hooten]:

Industry Expert and Consultant

- **Responsibilities:** Strategic guidance on fitness industry trends, trainer-client practices, and business development strategies. Offers advice on marketing techniques, client retention methods, and expansion opportunities.
- **Qualifications:** A seasoned professional with 30+ years of experience in the fitness industry and a strong network in the North Carolina area. Owner and founder of Body Sculptors Incorporated.

2. Financial Advisor - [Alan Albrecht]:

Financial Planning and Strategy Consultant

- **Responsibilities:** Offers his expertise in financial management, tax advice, budgeting, financial forecasting, and accounting. Alan Albrecht helps with investment strategies, financial planning, and bookkeeping to ensure the studio's financial health and sustainability.
- **Qualifications:** CPA license with many years of experience in accounting. Also, the current CFO and partial owner of Ataclete, Endolls, and ABACASA.

Professional Development

Ongoing success and growth of the studio means constant learning. Albrecht Fitness Studio will complete continual professional development practices such as:

Ongoing Training and Certification (CEUs): Bi-yearly recertifications to make sure all certifications are up-to-date and active.

Workshops and Seminars: Regular workshops and seminars to learn new skills and to stay informed about new industry trends.

Performance Reviews: Regular progress evaluations to make sure that the business is growing at a constant rate and discussion with the advisory board for potential improvements.

Products and Services

Albrecht Fitness Studio offers private one-on-one training sessions and online programming through the True Coach app. We provide a detailed and result-oriented fitness plan for our clients. This is the detailed breakdown of the products and services we offer:

1. Personal Training Sessions

One-on-One Training:

- **Description:** Individualized personal training sessions that are designed to meet each client's specific fitness goals, such as weight loss, muscle gain, and improved athletic performance. Each training session is developed based on the client's fitness level and goals.
- **Duration:** 25-40 minutes
- **Pricing:** \$350 for 12 pre-paid sessions

Online Training and Programming:

- **Description:** Personalized training done through the True Coach app. Clients gain nutritional guidance through the MyFitnessPal partnership. They can also message the trainer any questions through the app and are provided with a detailed workout program. Online coaching will begin with an hour-long virtual consultation and then a check-in every 4 weeks (with a progress check).
- **Pricing:** \$200 a month

2. Fitness Assessments

Initial Fitness Assessment:

- **Description:** A comprehensive evaluation to determine a client's current body fat percentage, lean muscle mass, and composition measurements. This assessment includes body composition analysis through weighing, measuring main body sights, and a body fat scan.
- **Duration:** 10-15 minutes
- **Pricing:** Included in \$350 personal training package (done every 3 weeks) or the \$200 a month if an online client

3. Wellness and Lifestyle Coaching

Nutritional Guidance:

- **Description:** Nutritional advice and meal plans to make sure clients achieve their fitness goals. This includes tracking and reviewing client's meals daily and giving them expert feedback.
- **Duration:** Texting trainer's phone for guidance/accountability
- **Pricing:** Included in \$350 personal training package (constant coaching)

5. Additional Services

Fitness Equipment Sales:

- **Description:** Sales of fitness equipment to help the female market in the gym and at-home exercises. Some products include ankle straps for cable systems, pads for dumbbell glute bridges, and lower-back support braces for the RDL exercise. This service supports clients in their home fitness routines and complements their training sessions by ensuring safety.
- **Pricing:** TBA on products

Marketing Plan

Target Market

Demographics:

- **Age:** 30-55 years old
- **Gender:** All genders
- **Income Level:** Middle to upper-middle class
- **Occupation:** Professionals, entrepreneurs, and competitive athletes
- **Location:** Local area within a 10-20 mile radius of the studio

Psychographics:

- **Lifestyle:** Individuals seeking to improve body composition, lose weight, muscle gain, and improve their athletic abilities
- **Values:** Body composition, improved health, and lifestyle guidance
- **Behavior:** Values 'personalized' services, luxury, and a high-quality product

Unique Selling Proposition (USP)

Albrecht Fitness Studio offers a highly personalized training experience in an exclusive, private setting. Unlike large gyms, the studio provides specific fitness programming, one-on-one personal training sessions, and a helpful app to track progress (True Coach).

Marketing Goals

1. **Increase Brand Awareness:**
 - Achieve a 2000% increase in social media engagement within 6 months.
 - Have constant social media ads running through an efficient marketing system.
2. **Client Acquisition:**
 - Attract 50 new clients in the first 6 months through targeted online ad campaigns and holiday deals.
 - Convert 50% of leads from free trial sessions into paying clients.
3. **Client Retention:**
 - Increase client retention rates by 20% through positive testimonials and progress checks.
 - Implement a referral program to obtain 15% of new clients through referrals within the first year.

Marketing Strategies

Digital Marketing:

- **Website Optimization:** Develop a company website with clear calls-to-action for booking consultations and signing up for a 'free' trial session.

- **Search Engine Optimization (SEO):** Optimizing the website with keywords and local SEO practices to improve our search engine rankings.
- **Social Media Marketing:** Have ads running on social media platforms constantly to increase client sales numbers.

Estimated Total Marketing Budget: \$5,000 (first year)

Monitoring and Evaluation

- **Performance Indicators:** Keeping track of sales metrics such as website traffic, client acquisition rates from online ads, and client referral numbers.
- **Monthly Progress Reviews:** Having monthly reviews with the advisory board to discuss marketing performance and then adjust strategies based on the result of that month.

Sales Strategy

The sales strategy for Albrecht Fitness Studio focuses on converting potential prospects into paying clients. This will be achieved through online engagement, value proposition offers, and high-quality training.

Sales Goals

1. **Achieve Revenue Targets:**
 - Generate \$100,000 in revenue within the first year.
 - Attain an average monthly revenue increase of 10% over the first 12 months.
2. **Client Acquisition:**
 - Enroll 50 new clients within the first 6 months.
 - Achieve a 30% conversion rate from 'free' consultations to paying clients.
3. **Client Retention:**
 - Attain an overall client retention rate of 80% or higher.
 - Increase the average client lifespan by 15% through enhanced service and engagement.

Sales Tactics

Initial Contact and Lead Generation:

- **Free Consultations:** Offer potential clients a 'non-obligatory' free consultation to assess their fitness needs/goals and showcase the value proposition of what we can offer.
- **Lead Nurturing:** A 'lead nurturing' sales system using personalized messages and client testimonials to keep prospects engaged and in pursuit of the sale.

Personalized Sales Approach: (The consultation)

- **Goal Assessment:** During the initial consultation, this is performed to understand prospects' fitness history, goals, preferences, and any potential health risks.

- **Sustainable Change Approach:** Avoiding drastic unsustainable changes to clients' current lives helps clients stick to the program. This model creates positive customer feedback and creates long-lasting results for the clients.

Service Offerings and Pricing:

- **Introductory Packages:** Developing eye-catching introductory packages with discounted rates for new clients, such as a “Buy 12 Sessions, Get 1 Free” offer. Everyone likes “free” and it increases overall sales.
- **Add-On Services:** Nutritional coaching, group training, and online training through the True Coach app will increase the value and average revenue per-hour-per-client.

Upselling and Cross-Selling:

- **Progress Assessments:** Regularly review client progress (Every 3-4 weeks) and offering additional services or upgraded packages based on their achievements and evolving goals. This differs depending on the type of client and their specific goals, and it is up to the trainer to ultimately make this decision.

Referral Program:

- **Incentives for Referrals:** Giving current clients rewards for recommending friends and family to be clients.

Sales System Process

1. **Lead Generation: (Prospect phase)**
 - Using online ad marketing strategies to generate consistent client leads.
 - Gain leads from social media, client referrals, online ads, and public word-of-mouth.
2. **Initial Contact: (Consultation phase)**
 - Schedule and conduct ‘free’ non-obligatory consultations with prospects.
3. **Proposal and Follow-Up: (Potential client phase)**
 - Deliver the value proposition and explain the pricing options.
4. **Closing: (Obtaining sale phase)**
 - Address the prospect's objections or concerns, if there are any.
 - Obtain the prospect's payment method and finalize the sale.
5. **Post-Sale Engagement: (New Client introduction phase)**
 - Begin the onboarding process with a welcome session and introduction email. (Sign up on the True Coach app if an online client)
 - Give the new client support through messages up until the first session to make sure they are ready to begin the program.

Monitoring and Evaluation

- **Sales Metrics:** Using a tracking system developed by the Administrative Support Assistant to determine key metrics.
- **Performance Reviews:** Meeting with the advisory board to discuss sales performance and what adjustments need to be made, if any.
- **Client Testimonials:** Getting positive client testimonials and “before and after pictures” from current clients are great marketing tools to gain new clients.

Funding Purpose

To launch and operate Albrecht Fitness Studio, we are seeking a total of \$80,000 in funding. This investment will be allocated towards the following areas:

1. **Facility Setup:**
 - **Lease Costs:** Initial lease payments and security deposit for a suitable studio location.
 - **Additions:** Gym flooring, lighting system, and necessary amenities.
 - **Equipment Purchase:** (Listed below)
2. **Operational Costs:**
 - **Marketing and Branding:** The beginning online ad marketing campaigns to increase the client base and generate the lead system.
 - **Online Tools:** Ture Coach app monthly payments cost to keep online coaching functionality operating.
3. **Working Capital:**
 - **Initial Operating Expenses:** Rent, utilities, and basic costs while gaining an initial client base during the first 6 months.
 - **Miscellaneous Expenses:** Funds to cover any potential miscellaneous needs that might arise last minute

Funding Sources

We are looking to raise money from small company loans, possible angel investors, and personal investments. In order to reach our financial target, we will aggressively explore all available resources since we are dedicated to making sure this endeavor succeeds.

Projected Returns

With estimated sales of \$144,000 in the first year and substantial increase in the following years, as we broaden our clientele and services offered, we expect to break even within the first year based on market research and our business plan. We will be able to attain a sustainable profit margin thanks to our pricing strategy and customer retention tactics. Your contribution to Albrecht Fitness Studio will benefit our community's health and wellness and help build a successful personal training facility. We have faith in our company strategy and are excited to talk about how we can collaborate to succeed together. We appreciate your consideration of our financing proposal. Albrecht Fitness Studio's financial forecasts are derived from in-depth market research, industry standards, and reasonable assumptions on customer acquisition and retention. Our forecasts, which span three years, detail anticipated income, costs, and profitability.

Equipment List: (Highlighted will be purchased first)

Dumbbells	\$ 5,588.00	(for 5lbs-100lbs)
Dumbbell Rack	\$ 2,000.00	
Shoulder Press		
Chair	\$770.00	
Barbell(s)	\$500.00	
Barbell(s)	\$ 500.00	
Plate Loaded Row	\$3,580.00	
Multi Jungle	\$17,721.00	
45 Plate(s)	\$1,240.00	(for 8 pairs, \$155 a pair)
Free Bench (s)	\$740.00	
Free Bench (s)	\$740.00	
Power Rack	\$4,000.00	
Bench Press	\$1,500.00	
Quad Extension	\$5,000.00	
Hamstring Curl	\$ 3,000.00	
Lock-jaw Collars	\$72.00	(for 4, \$68 each)
Tricep Bar	\$150	
25 Plate(s)	\$155.00	(for 2 pairs, \$77.50 a pair)
35 Plates(s)	\$30.00	(for 2 pairs, \$115 a pair)
10 Plate(s)	\$280.00	(for 8 pairs, \$35 a pair)
5 Plates (s)	\$90.00	(for 4 pairs, \$22.50 a pair)
Tricep Rope	\$50	
Lying Hamstring	\$3,000.00	
Chest Press		
Machine	\$3,000.00	
Incline Bench Press	\$1,500.00	
Pec Dec Machine	\$3,000.00	
Plyo Box Full Set	\$1,115.00	
TOTAL	\$ 59,721.00	

Revenue Projections

ALBRECHT FITNESS					
Income Statement					
Year 1-3					
		Year 1	Year 2	Year 3	
INCOME					
	In-Person Training Revenue	144,000	288,000	432,000	
	Online Training Revenue	48,000	96,000	240,000	
TOTAL INCOME		\$ 192,000	\$ 384,000	\$ 672,000	
EXPENSES					
	Rent	36,000	37,800	39,690	
	Utilities	3,600	3,780	3,969	
	Insurance	1,200	1,260	1,323	
	Marketing	5,000	6,000	7,000	
	Admin & Bookkeeping	1,920	3,840	6,720	
	Legal and Professional	1,800	1,200	1,200	
	Software & Webhosting	1,760	1,760	1,760	
	Interest Expense	12,376	10,377	8,023	
	Merchant Fees	2,880	5,760	10,080	
	License Fees & Misc.	2,000	2,500	3,000	
	Depreciation Expense	8,571	8,571	8,571	
TOTAL EXPENSES		\$ 77,108	\$ 82,849	\$ 91,336	
NET INCOME		\$ 114,892	\$ 301,151	\$ 580,664	

ALBRECHT FITNESS					
Balance Sheet					
As of Year End 1-3					
			Year 1	Year 2	Year 3
ASSETS					
	Current Assets				
		Cash	63,516	184,727	464,185
	Total Current Assets		63,516	184,727	464,185
	Non-Current Assets				
		Equipment	60,000	60,000	60,000
		Less Accumulated Depreciation	(8,571)	(17,143)	(25,714)
	Total Non-Current Assets		51,429	42,857	34,286
			\$	\$	\$
TOTAL ASSETS			114,944	227,584	498,470
LIABILITIES & OWNER EQUITY					
	Non-Current Liabilities				
		Notes Payable	68,775	55,551	39,973
	Total Non-Current Liabilities		68,775	55,551	39,973
	Owner Equity				
		Opening Capital - Aaron	10,000	10,000	10,000
		Additions to Capital - Aaron	-	36,169	162,033
		Owner Draw - Aaron	(78,723)	(175,288)	(294,199)
		Retained Earnings	114,892	301,151	580,664
	Total Owner Equity		46,169	172,033	458,497
			\$	\$	\$
TOTAL LIABILITIES & OWNER EQUITY			114,944	227,584	498,470

ALBRECHT FITNESS					
Statement of Cash Flows					
Year 1-3					
		Year 1	Year 2	Year 3	
Cash from Operating Activities					
	Net Income	114,892	301,151	580,664	
	Add Back: Depreciation	8,571	8,571	8,571	
	Decrease: Notes Payable	(11,225)	(13,224)	(15,578)	
Total Cash from Operations		\$ 112,239	\$ 296,499	\$ 573,657	
Cash from Investing Activities					
Total Cash from Investments		\$ -	\$ -	\$ -	
Cash from Financing Activities					
	Owner Distribution: Owner Pay	(50,000)	(100,000)	(120,000)	
	Owner Distribution: Income Taxes	(28,723)	(75,288)	(174,199)	
Total Cash from Financing		\$ (78,723)	\$ (175,288)	\$ (294,199)	
Beginning Cash Balance		30,000	63,516	184,727	
Net Cash Flow		33,516	121,211	279,458	
ENDING CASH BALANCE		\$ 63,516	\$ 184,727	\$ 464,185	