

Executive Summary

Vision

Your Personal Trainer, Inc., will continue to grow as the premiere provider of personal health management in the greater Baltimore area and will refine its business concept to capitalize on new opportunities for growth.

Mission

To offer clients individualized, scientifically-based fitness management to enhance quality of life and longevity through physical training, nutritional education, and lifestyle modification.

Background

As we embark upon the 21st century, medical advances continue to increase the human lifespan, with life expectancy reaching 120 years. However, living longer does not necessarily mean living better. To achieve dynamic, long-lasting health, the physique of the future must be trained through a total wellness approach.

The health industry generates \$300 billion annually, growing at a rate of 35 percent per year. Baby boomers, venturing into their 40s and 50s, recognize the need for positive lifestyle modification to enhance their quality of life; 53 percent of the population exercises on a regular basis. The personal trainer must be at the forefront of this growth, providing individuals with programs tailored to meet their unique physical, nutritional, and lifestyle needs. Personal trainers also offer alternative solutions to traditional medicine, providing stress-management education and positive lifestyle modification.

Your Personal Trainer, Inc's, Growth

Your Personal Trainer, Inc., has capitalized on these fitness trends by providing elite personal training, nutrition, and wellness services to the greater Baltimore area for four years. During this time, Your Personal Trainer, Inc., has developed a loyal and satisfied clientele that serves as an excellent referral base.

Close working relationships with several prominent surgeons, a physical therapist, a physiologist, a pediatrician and an endocrinologist have also resulted in a wealth of referrals. With no advertising, and a sole employee, Your Personal Trainer, Inc., generated over \$62,000 in sales in 1996 and has operated profitably ever since. Having built a solid foundation with 300 clients and three personal trainers, Your Personal Trainer, Inc., opened its premiere 1,500-square-foot facility in December 1997. Now, in response to a quick growth rate and limited space, Your Personal Trainer, Inc., plans to add an additional 3,500 square feet in 1999.

The new 5,000-square-foot facility will offer 12 new pieces of cardiovascular equipment, the audiovisual services of CardioTheater, 10 new pieces of strength equipment, a 700-square-foot athletic training room, and sport-specific equipment. Upon completion, Your Personal Trainer, Inc., will have the ability to offer specialized group exercise classes that

will serve as an adjunct for existing clientele, and enable Your Personal Trainer, Inc., to reach those who can't afford one-on-one training. Your Personal Trainer, Inc., will also offer cardiovascular memberships in addition to the personal-training packages. The expanded Your Personal Trainer, Inc., will continue promoting an exclusive, stress-free atmosphere that allows for the individualized training and education of clients without reliance on other gyms.

Management

Sally Smith, C.P.T., C.N.C., President and CEO: Sally, the owner and founder of Your Personal Trainer, Inc., is a certified personal trainer and certified nutritional consultant in the field of exercise physiology. Realizing the lack of common knowledge about long-term health, Sally developed lifestyle methodologies to bridge the gap between treating disease and preventing it. Sally's unique methodology is being used by educators, health-care professionals, business executives, and others in search of lifelong fitness.

Capital Requirements

Your Personal Trainer, Inc., will require an investment of \$95,000 in the form of a loan to take advantage of its market opportunities. This investment will play a key role in generating expected revenues of \$548,069 in 1999 and \$932,820 in 2000. The profits generated by the expanded facility will expedite funding to repay the loan within five years.

Use of Funds

Your Personal Trainer, Inc., will achieve its goals through a comprehensive plan of improving and expanding services and enhancing customer service and distribution, while accelerating marketing and sales. Funds will be invested in the following:

- The build-out of existing facility, including an athletic training room, increased gym space, wellness rooms, and offices
- A down payment for equipment lease
- Fixed assets for use with customer service and sales
- Working capital during the expansion phase of the facility
- Funds for customer services, to manage increased volume of new clients and to provide stronger coverage of current accounts
- Augmentation of company staff to support and sustain prolonged growth under the new marketing plan
- Increase of research and development for the creation of additional follow-up services

Conclusion

Your Personal Trainer, Inc., has achieved a 95 percent success rate in helping clients their personal-fitness goals. Bolstered by the fact that our clients' expressions of satisfaction and encouragement are widespread, we will continue to execute our marketing and research plans to ensure that Your Personal Trainer, Inc., remains Baltimore's leader in the personal-health and fitness industry.