

Company Overview

Product Overview

Your Personal Trainer, Inc., offers the discriminating health enthusiast a unique multidisciplinary approach to total health management. Under our research-and-development plan, Your Personal Trainer, Inc., is testing new services to meet the high demands of our target market, such as high-intensity training, sprint training, spinning, and yoga. These new programs are designed specifically for the time-pressed individual who can only exercise on a limited schedule. Your Personal Trainer, Inc., also plans to introduce elite wellness services, such as massage, acupuncture, and aromatherapy. We will also distribute top-quality nutritional supplements.

Your Personal Trainer, Inc., offers individuals:

Testing/Assessment

- *Sub-Maximal VO₂ Testing*: Designed to estimate the cardiorespiratory condition of a person relative to his or her age and sex
- *Fitness Assessment/Testing*: Designed to measure maximum muscular contraction and range of motion in primary muscle groups
- *Nutrition Assessment*: A caloric analysis of proteins, carbohydrate, fats, sugars, and essential nutrients consumed within a three-day period
- *Lifestyle Risk Assessment*: A questionnaire designed to pinpoint negative lifestyle behaviors

Prescription

- *Progressive Resistance Exercise Prescription*: A planned exercise program based on the results of each client's fitness assessment; geared to strengthen muscular weaknesses and achieve individual goals
- *Cardiovascular Exercise Prescription*: A planned cardiovascular program based on the results of each client's Sub-Max VO₂ test; geared to strengthen cardiorespiratory weaknesses and achieve individual goals
- *Nutritional Prescription*: A planned nutritional program based on the results of each client's nutrition assessment to achieve desired goals

Personal Fitness Instruction (In-Home/Gym)

- *Post-rehab training*: A team approach of care-givers such as the client's doctors, physical/occupational therapist, and trainer working one-on-one with client to facilitate strength and endurance through specialized exercises, designed specifically for post-therapy
- *Pre-surgical training*: A team approach of doctor and trainer working one-on-one with client to strengthen specific muscle groups pre-operatively for positive surgical results and improved post-operative recovery
- *Sport-specific training*: A team approach of coach and trainer working one-on-one with client to strengthen and enhance the performance of sport-specific muscle groups
- *Strength training*: The core of any exercise program, the trainer works one-on-one with client to improve motor function, strength, and endurance using weights

Wellness

- *Personal Mastery*: A methodology designed to teach mastery of behavioral patterns and bring equilibrium to all aspects of one's life

- *Lifestyle Modification*: A methodology designed to educate the client on how to recognize negative life patterns and implement positive lifestyle formulas
- *Stress Management*: A methodology designed to teach stress-relieving techniques to help manage our daily ups and downs

Your Personal Trainer, Inc., is setting new standards for the personal-fitness industry through exemplary personal service, scientifically based nutrition/exercise prescriptions, and a dedicated commitment to educating our clientele.

Target Audience

Your Personal Trainer, Inc.'s target audience is the elite fitness enthusiast between the ages of 30 and 70. The typical client is a female in her late 30s to early 60s. Currently, Your Personal Trainer, Inc., has 568 clients in its database. Because Your Personal Trainer, Inc.'s clients demand complete privacy, Your Personal Trainer, Inc., enforces a strict confidentiality policy that does not allow its client list to be divulged without their consent.

Competition

At this point, there are no private personal training facilities within a 5-mile radius of our location. However, four gyms within a 5-mile radius offer personal-training and wellness services. From a personal-training perspective, our closest competitors are Joe's Gym, with personal training rates averaging \$40 a session.

Our discriminating clients recognize that we are a premiere provider of total health services with premium pricing. Your Personal Trainer, Inc., offers individualized personal fitness with an unusually high success rate of 95 percent client goals achieved. The expanded facility will allow us to offer programs for child athletes, as well as fitness education groups.

These services will ensure Your Personal Trainer, Inc.'s lead in the personal-training industry, as there are no other personal-fitness companies in the greater Baltimore area with their own facilities.

Marketing Plan

Responses from client surveys indicate that our company is enjoying an excellent reputation and we fully intend to continue this trend. According to our clients, Your Personal Trainer, Inc., distinguishes itself from the competition by providing superior:

- **Service**, defined by delivery, availability, and education/training
- **Quality**, defined by appearance, performance, and results
- **Product customization**, defined by creation of a personalized version of the product
- **Variety**, defined by breadth of selection, difference in price, and variety of choices
- **Convenience**, defined by physical proximity, inventory strength, availability, and ability to examine in a convenient time frame

Inquiries from prospective clients suggest that there is considerable demand for total-health services. Our reputation of competence, knowledge, and high success rates has built a strong relationship with our medical contacts, who in turn provide a burgeoning base of clientele. With our clientele base increasing through word of mouth and physician referrals, equipment retailers, and media placement, our profits continue to rise. Your Personal Trainer, Inc.'s marketing

strategy is to promote the fact that we produce results, catering to the demands of the most discriminating client.

Advertising and Promotion

Our advertising and promotion strategy is to position Your Personal Trainer, Inc., as the leading service provider in the market. We will utilize the following tactics to drive our message home to our customers:

- **Direct Mail:** Select mailing lists of people with incomes of \$150,000 and above; mailings will be test-marketed, then implemented fully based on success
- **Internal Referral Program:** A client award program for referring new clients
- **Public Relations:** During the projected year, Your Personal Trainer, Inc., will focus on the following publicity strategies:
 - Lectures
 - Health fairs
 - Open houses
 - Radio spots

We will track, wherever possible, the incremental revenue generated from our advertising, promotion and publicity efforts. We anticipate at least 10 percent of sales will be generated directly from our promotions, and possibly an additional 20 percent of indirect increase in sales through our various channels.

Future Plan

Your Personal Trainer, Inc. is now fine-tuning its business concept in order to capitalize on new growth opportunities. Your Personal Trainer, Inc., is currently developing a franchise model, with the first franchise location to be opened in March. Your Personal Trainer, Inc., plans to open five franchise locations in the next five years.

Legal Business Description

Company Name

Our legal name is Your Personal Trainer, Inc.

Legal Form of Business

The legal form of Your Personal Trainer, Inc., is Subchapter S-Corporation.

Business Location

The business location of Your Personal Trainer, Inc., is 100 Anywhere Road, Suite 101, Baltimore, Maryland 99999.

Management Team

<i>Officers and Key Employees</i>	<i>Age</i>	<i>Stock</i>
Sally Smith, C.P.T., President and CEO	25	100
Michael Harp, Administrative Manager	23	0
Chrissy Casings, C.P.T., Head Trainer	24	0
Bob Argot, C.P.T.	32	0
Susan Armstrong, C.P.T.	24	0

Responsibilities

Sally Smith, President: Developed and maintains the vision of Your Personal Trainer, Inc. Oversees all aspects of Your Personal Trainer, Inc., including the marketing, product development, production, finance, customer services, staffing, etc. Approves all financial obligations. Seeks business opportunities and strategic alliances with other organizations. Plans, develops, and establishes policies and objectives of business organization in accordance with board directives and company charter. Directs and coordinates financial programs to provide funding for new or continuing operations to maximize return on investments, and increase productivity.

Michael Harp, Administrative Manager: Directs administrative affairs of Your Personal Trainer, Inc. Oversees staff and client scheduling. Maintains trainer communications with upper management. Directs and manages client services. Prepares financial analysis of operations for guidance of management. Develops reports that outline company's financial position in areas of income, expenses, and earnings, based on past, present, and future operations. Directs budgets and financial forecasts.

Advisory Board

Additionally, our outside management advisors provide tremendous support for management decisions and creativity. The advisory board includes:

Jack Cash, Accountant

John Law, Corporate Attorney

Jason Gross, R.P.T., Physical Therapy and Risk Assessment Advisor

Shirley Smith, Business Consultant

Lori Heide, Ph.D., Business Consultant

Don Henson, M.D., Medical Advisor