

Financial Assumptions Formulas 1999 (Cost of Sales)

<i>Personal Training</i>					
<u>Month</u>	<u>#Sessions/Day</u>	<u># Days/Month</u>	<u>Session Fee</u>	<u>Total</u>	<u>Total Profit</u>
Jan-99	20	22	\$55.00	\$24,200.00	
costs	20	22	\$26.00	\$11,440.00	\$12,760.00
Feb-99	14	22	\$55.00	\$16,940.00	
costs	14	22	\$26.00	\$8,008.00	\$8,932.00
Mar-99	15	24	\$55.00	\$19,800.00	
costs	15	24	\$26.00	\$9,360.00	\$10,440.00
Apr-99	18	24	\$55.00	\$23,760.00	
costs	18	24	\$26.00	\$11,232.00	\$12,528.00
May-99	23	23.5	\$55.00	\$29,727.50	
costs	23	23.5	\$26.00	\$14,053.00	\$15,674.50
Jun-99	21	24	\$55.00	\$27,720.00	
costs	21	24	\$26.00	\$13,104.00	\$14,616.00
Jul-99	26	25	\$55.00	\$35,750.00	
costs	26	25	\$26.00	\$16,900.00	\$18,850.00
Aug-99	29	23.5	\$55.00	\$37,482.50	
costs	29	23.5	\$26.00	\$17,719.00	\$19,763.50
Sep-99	31	24	\$55.00	\$40,920.00	
costs	31	24	\$26.00	\$19,344.00	\$21,576.00
Oct-99	28	24.5	\$55.00	\$37,730.00	
costs	28	24.5	\$26.00	\$17,836.00	\$19,894.00
Nov-99	34	23	\$55.00	\$43,010.00	
costs	34	23	\$26.00	\$20,332.00	\$22,678.00
Dec-99	25	22	\$55.00	\$30,250.00	
costs	25	22	\$26.00	\$14,300.00	\$15,950.00
				Total Sales	\$367,290.00
				Total Cost	\$173,628.00
				Net Profit Personal Training	<u>\$193,662.00</u>

*Labor costs range from \$15.00 to \$26.00; a high-end rate of \$26.00 was used to estimate costs.

**One trainer can train, on average, eight clients a day; the gym accomodates ten trainers.

Membership				
<u>Month</u>	<u># Clients</u>	<u>Membership Fee</u>	<u>Total</u>	<u>Total Profit</u>
Jan-99	20	\$75.00	\$1,500.00	
costs			\$700.00	\$800.00
Feb-99	30	\$75.00	\$2,250.00	
costs			\$700.00	\$1,550.00
Mar-99	30	\$75.00	\$2,250.00	
costs			\$700.00	\$1,550.00
Apr-99	35	\$75.00	\$2,625.00	
costs			\$700.00	\$1,925.00
May-99	40	\$75.00	\$3,000.00	
costs			\$700.00	\$2,300.00
Jun-99	55	\$75.00	\$4,125.00	
costs			\$700.00	\$3,425.00
Jul-99	70	\$75.00	\$5,250.00	
costs			\$700.00	\$4,550.00
Aug-99	85	\$75.00	\$6,375.00	
costs			\$700.00	\$5,675.00
Sep-99	110	\$75.00	\$8,250.00	
costs			\$700.00	\$7,550.00
Oct-99	130	\$75.00	\$9,750.00	
costs			\$700.00	\$9,050.00
Nov-99	145	\$75.00	\$10,875.00	
costs			\$700.00	\$10,175.00
Dec-99	170	\$75.00	\$12,750.00	
costs			\$700.00	\$12,050.00
			Total Sales	\$69,000.00
			Total Cost	\$8,400.00
			Net Profit Membership	\$60,600.00

*Costs are based on a trainer working the floor 25 hours per week at \$7.00/hour.

**A 5,000-square-foot gym can maintain a membership of 500 members.

Pro Shop

<u>Month</u>	<u>#Items</u>	<u>Item Price</u>	<u>Total</u>	<u>Total Profit</u>
Jan-99	30	\$30.00	\$900.00	\$450.00
costs	30	\$15.00	\$450.00	
Feb-99	30	\$30.00	\$900.00	\$450.00
costs	30	\$15.00	\$450.00	
Mar-99	35	\$30.00	\$1,050.00	\$525.00
costs	35	\$15.00	\$525.00	
Apr-99	35	\$30.00	\$1,050.00	\$525.00
costs	35	\$15.00	\$525.00	
May-99	40	\$30.00	\$1,200.00	\$600.00
costs	40	\$15.00	\$600.00	
Jun-99	40	\$30.00	\$1,200.00	\$600.00
costs	40	\$15.00	\$600.00	
Jul-99	45	\$30.00	\$1,350.00	\$675.00
costs	45	\$15.00	\$675.00	
Aug-99	50	\$30.00	\$1,500.00	\$750.00
costs	50	\$15.00	\$750.00	
Sep-99	50	\$30.00	\$1,500.00	\$750.00
costs	50	\$15.00	\$750.00	
Oct-99	55	\$30.00	\$1,650.00	\$825.00
costs	55	\$15.00	\$825.00	
Nov-99	55	\$30.00	\$1,650.00	\$825.00
costs	55	\$15.00	\$825.00	
Dec-99	60	\$30.00	\$1,800.00	\$900.00
costs	60	\$15.00	\$900.00	
			Total Sales	\$15,750.00
			Total Cost	\$7,875.00
			Net Profit Pro Shop	<u>\$7,875.00</u>

**Product costs are based on an average wholesale price of \$15.00; wholesale costs range from \$6.00 to \$35.00.*

*** Retail price is marked up 100% from wholesale costs.*

****National pro-shop sales average 25% of total sales.*

Group Classes

<u>Month</u>	<u>#Classes/Month</u>	<u># Clients/Class</u>	<u>Class Fee</u>	<u>Total</u>	<u>Total Profit</u>
Jan-99	15	2	\$10.00	\$300.00	
costs	15	1	\$25.00	\$375.00	(\$75.00)
Feb-99	30	2	\$10.00	\$600.00	
costs	30	1	\$25.00	\$750.00	(\$150.00)
Mar-99	45	4	\$10.00	\$1,800.00	
costs	45	1	\$25.00	\$1,125.00	\$675.00
Apr-99	60	4	\$10.00	\$2,400.00	
costs	60	1	\$25.00	\$1,500.00	\$900.00
May-99	75	6	\$10.00	\$4,500.00	
costs	75	1	\$25.00	\$1,875.00	\$2,625.00
Jun-99	90	6	\$10.00	\$5,400.00	
costs	90	1	\$25.00	\$2,250.00	\$3,150.00
Jul-99	90	7	\$10.00	\$6,300.00	
costs	90	1	\$25.00	\$2,250.00	\$4,050.00
Aug-99	105	7	\$10.00	\$7,350.00	
costs	105	1	\$25.00	\$2,625.00	\$4,725.00
Sep-99	105	8	\$10.00	\$8,400.00	
costs	105	1	\$25.00	\$2,625.00	\$5,775.00
Oct-99	120	8	\$10.00	\$9,600.00	
costs	120	1	\$25.00	\$3,000.00	\$6,600.00
Nov-99	120	9	\$10.00	\$10,800.00	
costs	120	1	\$25.00	\$3,000.00	\$7,800.00
Dec-99	135	10	\$10.00	\$13,500.00	
costs	135	1	\$25.00	\$3,375.00	\$10,125.00
				Total Sales	\$70,950.00
				Total Cost	\$24,750.00
				Net Profit Group Classes	<u>\$46,200.00</u>

*Costs are based on a single instructor rate of \$25.00/class.

**Each class can hold up to 15 participants.

Spa Services

<u>Month</u>	<u>#Sessions/Month</u>	<u>Session Fee</u>	<u>Total</u>	<u>Total Profit</u>
Jan-99	6	\$60.00	\$360.00	
costs	6	\$45.00	\$270.00	\$90.00
Feb-99	12	\$60.00	\$720.00	
costs	12	\$45.00	\$540.00	\$180.00
Mar-99	18	\$60.00	\$1,080.00	
costs	18	\$45.00	\$810.00	\$270.00
Apr-99	24	\$60.00	\$1,440.00	
costs	24	\$45.00	\$1,080.00	\$360.00
May-99	30	\$60.00	\$1,800.00	
costs	30	\$45.00	\$1,350.00	\$450.00
Jun-99	36	\$60.00	\$2,160.00	
costs	36	\$45.00	\$1,620.00	\$540.00
Jul-99	42	\$60.00	\$2,520.00	
costs	42	\$45.00	\$1,890.00	\$630.00
Aug-99	48	\$60.00	\$2,880.00	
costs	48	\$45.00	\$2,160.00	\$720.00
Sep-99	54	\$60.00	\$3,240.00	
costs	54	\$45.00	\$2,430.00	\$810.00
Oct-99	60	\$60.00	\$3,600.00	
costs	60	\$45.00	\$2,700.00	\$900.00
Nov-99	66	\$60.00	\$3,960.00	
costs	66	\$45.00	\$2,970.00	\$990.00
Dec-99	72	\$60.00	\$4,320.00	
costs	72	\$45.00	\$3,240.00	\$1,080.00
			Total Sales	\$28,080.00
			Total Cost	\$21,060.00
			Net Profit Spa Services	<u>\$7,020.00</u>

*Costs are based on a single practitioner rate of \$45.00/service.