



Business Plan Template

This is a business plan template that we give to our franchisees. It really helps them to think strategically about their business. It is also helpful when approaching lending institutions and potential investors. Although you have not yet acquired an Anytime Fitness franchise, we are giving it to you as an example of the type of assistance we provide to our franchisees to help them achieve their dream of opening their own fitness business.

{Your name}

Franchise Owners of:



The first, the best, the leader.

BUSINESS PLAN

{DATE}

Table of Contents

Why Fitness?	Page 3
Why Anytime Fitness?	3-5
Anytime Fitness Franchisee Support	5-8
Mission, Vision & Values	9
Business Description	10
Product/Service	11-12
Location	12
Marketing Plan	13-14
Competition	15
Pricing & Sales	15
Advertising & Public Relations	16
Management Plan	17
Professional History	18

Why the fitness industry?

There are hundreds of different franchises to choose from, so why is the fitness market a smart choice?

The United States are among the countries of with the highest obesity rates in the world. With a push to become healthier and that exercise should be a part of everyone's weekly life, fitness is an expanding industry. Only 9% of the population has ever been a member of a health club, with many people expressing intimidation, costs, and lack of time as a major factor in why they don't belong to a health club.

The connection between health and productivity is widely recognized by the government, medical experts, and insurance providers. With an ever-growing body of scientific research, workplace wellness has become an essential element in human resource management.

Why Anytime Fitness?

The Innovator

The founders of Anytime Fitness, Chuck Runyon and Dave Mortensen, recognized early on that the fitness industry was ripe for innovation. Backed by more than 30 years of industry and entrepreneurial experience, they developed a business model that allows people to work in the enjoyable and fast-growing fitness industry as an independent business owner.

The founders understood that fitness consumers were looking for convenience and affordability. Yet, they were not willing to accept substandard equipment or lacklustre environments. This knowledge led to the development of a 24-hour, co-ed fitness franchise. At Anytime Fitness clubs, members can exercise even when the club is not staffed. Plus, Anytime Fitness offers the exclusive benefit of [Anywhere Club Access](#), which allows members to use all Anytime Fitness clubs worldwide with one standard membership. Many clubs also offer 24-hour tanning and certified personal training as conveniences for their members.

Where Anytime Fitness really stands out from the crowd is in their use of proprietary access software, security, and surveillance technology. The integration of these systems allows owners to operate **safe and secure** clubs with greatly reduced staffing needs. The proprietary Anytime Fitness access system allows a club to be open on a 24-hour basis. This system, which includes remote monitoring of a closed circuit television system and personal safety devices, allows members to feel safe and secure, even when a club is not staffed. In addition, the member check-in software is fully integrated with the onsite security systems.

A Unique Business Model

The perfect blending of many factors makes Anytime Fitness unique. **They offer a business and product that people need and enjoy, in an industry that continues to grow every year.** The convenience of their product, for both franchise owners and members, is just one of the many features allowing this concept to thrive.

With Anytime Fitness, we're in business for ourselves, not by ourselves. **As a franchisee, we will use exclusive technology to operate our club,** including:

- Access and security systems, integrated with billing and payment processing.
- Member check-in and data management tools, integrated with marketing features.
- Vending solutions, cashless design allows members to charge purchases to their member account, creating revenue without staff!
- International membership reciprocity program, known as Anywhere Club Access.

Anytime Fitness offers the convenience people are seeking in a fitness club.

Ninety percent of Anytime Fitness members live or work within 3 miles of their club. Plus, the Anywhere Club Access clearly adds to the convenience we offer our members, which is the top reason consumers choose one club over another.

Anytime Fitness offers affordable fitness options for everybody.

In contrast to the low price tag, Anytime Fitness clubs are scrupulously clean and bright, with expertly designed workout areas. Inside each club, members will find cutting-edge equipment that is safe and easy-to-use.

An exceptional member experience is at the core of their business model. **Anytime Fitness club owners are passionate about providing a high-quality member experience.** They offer a welcoming and clean environment to everyone, regardless of a member's fitness level or ability. Members can rely on a supportive atmosphere that encourages them to strive for and meet their fitness goals.

The Market Leader

Since its inception in 2002, Anytime Fitness has maintained robust growth rates. As the world's largest, and fastest growing, 24-hour, co-ed fitness franchise, they continue to break records and receive [industry accolades](#).

How does an eight-year old company catapult to the front of its class?

For Anytime Fitness, it's about the basics. They offer a proven business model to passionate entrepreneurs. Then, they offer unwavering franchisee support during all phases of club development and ongoing operations. Plus, they continually evaluate the tools and information provided to their franchisees. When a new idea or better option comes along, it can be implemented on a franchise-wide basis.

The market for Anytime Fitness continues to expand, for both prospective franchisees and potential club members. Currently, they have more than 2,500 territories sold and a membership base of over 1,000,000 and growing! With nearly half all of existing franchisees owning more than one club or franchise territory, the growth of the franchise will be enhanced by those who genuinely know the Anytime Fitness business model and its brand. In addition, they are actively selling franchise locations in Canada, Australia, New Zealand, India, Mexico, the United Kingdom, Japan, India, and Poland, with additional territories in Europe and The Middle East coming soon.



First-class Franchisee Support



Franchise Consultant

- Every franchisee is assigned a Franchise Consultant, who is a mentor from build-out to Grand opening and all the way through to exit strategy
- Knowledgeable on owning and operating an Anytime Fitness club

Dashboard (highly informative overview video available online: [click here](#))

- Secure, online communication network that links franchisees to important information
- Most popular features include the online club operations manual “Phase Program,” the franchisee blog site “Corporate Journal,” a network of national corporate wellness partners—complete with downloadable marketing materials, a suggested marketing plan with all corresponding materials, and more
- Smart login technology keeps up with everything going on in the Anytime Fitness franchise system (training dates, industry information, software updates, new corporate partnership, club statistics and much, much more)



Franchisee Support Center

▼ my dashboard

- Club Website
- Staff Management
- BirdsEye
- Conference Registration
- Anytime Health

knowledge builders

- Phase Program
- Franchisee Training
- Vitals Training
- AnytimeTV
- Anytime Radio

our community

- Corporate Journal
- Corporate Directory
- FAC Representatives
- Virtual Roundtables

our tools

- Marketing Materials
- Member Transfer Form
- Wellness Resources
- Preferred Vendor List
- Humorous Cartoons

Register for Conference 2011!

quick links

- [Anytime Health](#)
- [ABC Financial Services](#)
- [Provision Security Solutions](#)
- [IHRSA.org](#)
- [Preferred Vendor List](#)
- [Anytime Store](#)
- [Franchise Real Estate](#)

daily dose

tip of the day
Recognizing a problem doesn't always bring a solution, but until we recognize that problem, there can be no solution.

motivation of the day
"Most persons would succeed in small things if they were not troubled with great ambitions." - Henry Wadsworth Longfellow

fitness feeds

- [Winter Runners Reap Physical, Mental Benefits Anytime Health](#)
- [Strength Training May Help Kidney Patients Live Longer, Healthier Anytime Health](#)
- [Halloween Candy Has Limited Shelf Life Anytime Health](#)
- [Even A Little Weight Loss Helps Lower Blood Pressure in Obese Kids Anytime Health](#)

franchise notices - [view all](#)

Reminder: New transfer policy and process now in effect
Posted: 4/4/2011 by Jordan Wegwerth
As of April 1, 2011, ALL transfer submissions will now follow the process outlined in the Phase Program. Click for details.

A new retail store is on the horizon!
Posted: 4/4/2011 by Jordan Wegwerth
Vantage Point Apparel will be undergoing its own reinvention this spring with an all new online store scheduled to launch this summer.

success pack - [view all](#)

April 2011 Success Pack
Posted: 3/29/2011 by: Jordan Wegwerth
2011 Annual Conference, FLAM Scholarship Kit, TV publicity, Anytime Health Radio, and much more!

corporate journal - [view all](#)

April 06, 2011
By Jordan Wegwerth

[Greetings from Washington D.C.!](#)

By John Kersh

This week I had the good fortune to spend two days at the Omni-Shoreham Hotel in Washington D.C., site of the [2011 Anytime Fitness Annual Conference](#) this fall. Open since 1930, the Shoreham is an historic hotel that's hosted movie stars, entertainers, sports heroes, and politicians. It's a spectacular venue for our event, with easy access to the major Washington D.C. attractions and monuments for those that want to stay for some additional sightseeing.

If you have never been to Washington D.C., this is a must-do trip for you, your staff, and even your family. Heck, bring your friends and neighbors if you can! There are few places in the world where you can experience such a grand testament to culture and history in the form of museums, monuments, and architecture.

Walking up to the steps of the Lincoln Memorial, standing in front of Lincoln's imposing statue, and reading his Gettysburg Address carved from the monument's granite wall... Walking slowly alongside the Vietnam Veteran's Memorial, experiencing the deep sense of loss and gratitude, people wandering solemnly in thought with tears in their eyes... Standing in front of the White House, home to American presidents since 1800, when its first resident, John Adams, moved in. These are experiences you will remember for a lifetime.

Of course, these historic markers are only a backdrop for the main event, the Anytime Fitness Annual Conference. If you have never been to the Conference, or even if you come

Jordan Wegwerth
[Logout](#)

contact corporate

-  Cail Morrison
(651) 438-5039
[email me](#)
-  Marty Flanagan
(651) 438-5018
[email me](#)
-  Debra Griffith
(651) 438-5017
[email me](#)
-  Meghan Delaney
(651) 438-5063
[email me](#)
-  Brad Taylor
(651) 438-5047
[email me](#)
-  Andrea Brown
(651) 295-7227
[email me](#)
-  Missy Junker
(651) 438-5064
[email me](#)

Phase Program

- Comprehensive online operations manual providing a chronological, step-by-step recipe for franchisee growth
- Searchable index for ease in finding information on most any topic related to the build-out, marketing, operations, and production of a club
- Contains downloadable design book and assists with the seamless build-out of a club
- Preferred vendor network offers products and services necessary to run our facility
 - These items are pre-negotiated through the strength of national buying power
- Accessible anytime/anywhere via the Anytime Fitness Dashboard

Anytime Fitness Training

- One week at corporate headquarters learning about the aspects of this proven franchise concept
- Dynamic, educational and inspirational presentations from industry experts
- Preferred vendors at Anytime Fitness franchisee trade show during training week
- One-on-one interaction with any corporate staff member, other franchisees and preferred vendors to get all the information and support needed
- Education on promoting the business in any community, including the Anytime Fitness 9 Step Sales Process

Vitals Training (advanced Sales & Marketing for day-to-day operations)

- All owners and managers are invited to regional monthly training sessions—hosted by Franchise Consultants and other key Anytime Fitness Corporate staff members
- Franchise Consultants give hands-on training on topics like marketing, selling, networking, and other aspects of growing the business on the day-to-day club level
- Great opportunity to get motivated, educated, and inspired while meeting and networking with other Anytime Fitness club owners.

Annual Conference

- All franchisees are invited to attend the Anytime Fitness annual conference held at various locations throughout the United States
- Features industry leaders and business gurus who are selected as keynote speakers
- Comprehensive seminars focusing on all aspects of the business model
- Roundtables to network with fellow franchisees and learn from each other
- Strong support from preferred vendor partners unveiling products and services for the upcoming years to enhance and grow the brand





Mission

The purpose of [{enter entity name here}](#) is to provide a quality facility for pleasurable, meaningful fitness activities for people of all backgrounds. We will focus on a clean, upscale environment, customer safety, and facility availability. Our commitment to quality fitness can be realised through customer satisfaction, employee enrichment, and investor returns. We can only realize this mission through the franchise of [Anytime Fitness](#).

Vision

Our vision is to be a recognized leader in fitness facilities for the [{enter your market here}](#) area with the interest of expanding to multiple locations. Our vision can only be realised by providing our customers with

1. a clean and upscale fitness environment
2. comfortable setting during workouts
3. available facilities and equipment
4. personal training by certified professionals
5. general quality customer service

Values

We value the customer, who is the source and purpose of our business. Our commitment to our customers' fitness experience can only be accomplished by providing customers with honest, prompt and quality service, while listening to and solving customer queries and inquiries, as well as receiving customer feedback on their fitness experience.

ANYTIME FITNESS

A. BUSINESS DESCRIPTION

{enter entity name here} will be a {enter entity type here} Corporation with the following ownership percentages: {enter owner name here} (XX%); {enter owner name here} (XX%). The company will be part of a growing franchise named **ANYTIME FITNESS** with the goal of expanding into additional geographical markets. Low overhead costs, such as minimum personnel, coupled with aggressive marketing to middle to high income professionals, and the local novelty of a 24-hour, keyless entry gym are integral components to success.

ANYTIME FITNESS is a mid to upper scale fitness facility that provides quality commercial weight and cardiovascular equipment to our adult customers on a 24-hour, 365 days a year schedule. The equipment that will be offered includes:

Cardiovascular Equipment

- Treadmills
- Elliptical Cross-Trainers
- Climber/Steppers
- Upright & Recumbent Bikes



Weight Equipment

- Free Weights
- Pin Loaded machines
- Plate Loaded machines
- Dumbbells

All of our customers will receive a free facility orientation and, at additional fees, personal training by a certified personal trainer. Personal training is expected to be another revenue source for us and may include, but not be limited to, programs designed for weight loss/gain, injury rehabilitation, health and fitness assessments, and flexibility routines. Personal training membership sessions will be tailored to the individual and their fitness goals.

B. PRODUCT/SERVICE

ANYTIME FITNESS is a truly DIFFERENT concept for the {enter your market here} area. We focus on meeting customer demands that are not met by other fitness facilities.

Below is a chart of how we will meet some of these demands:

The Fitness Customer



Hours of Operation
“The gym is always closed when I need it most – and when it is open, it’s too crowded!”



Our club is open 24-hours a day, 7 days a week, 365 days a year, to accommodate all schedules! Having more operating hours creates more windows of equipment usage.

Privacy
“I am too self-conscious to go to large gyms – I am practically right up against other people exercising.”



Our club will be laid out implementing detailed exercise areas to promote a comfortable setting. We will not overcrowd our space and forsake customer comfort.

Cleanliness & Professionalism
“I can’t stand sweaty equipment, dark and scary gyms, and feeling inhibited by, or not welcome by, staff members.”



Our club will be kept extremely clean and light, providing an upscale environment for exercise. Our staff will promote customer service through courtesy, attention and kindness.

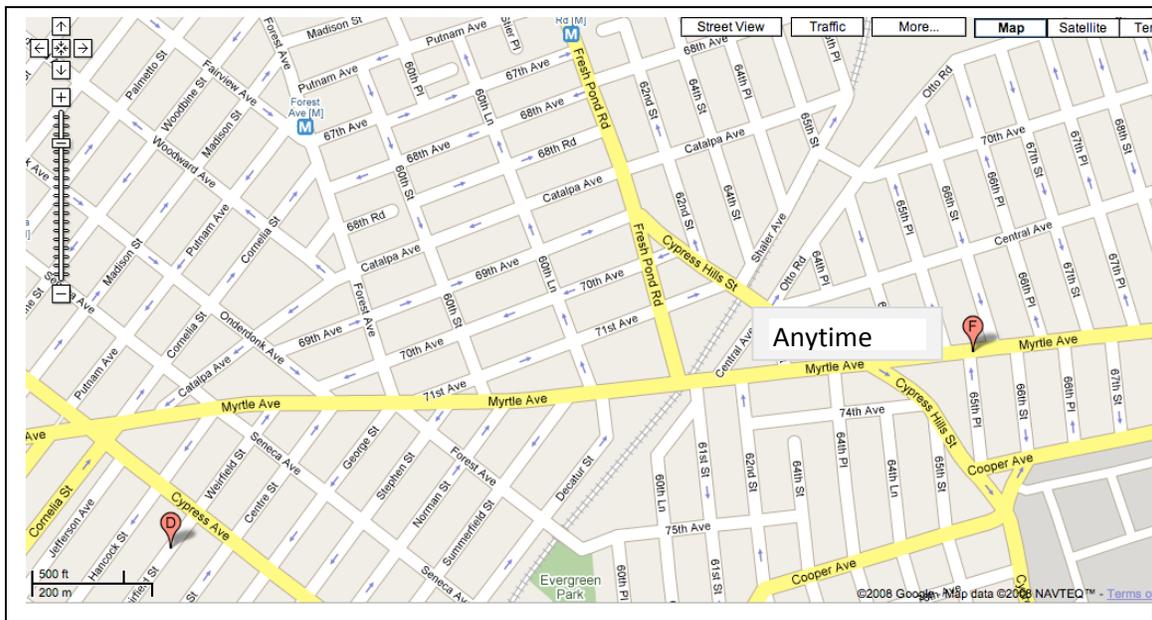
ANYTIME FITNESS is selling a clean, professional place to exercise at any time of the day or year. There are limited options for 24-hour fitness facilities in the [{enter your market here}](#) area.

Because memberships are sold on a contract basis, with members paying monthly, there is expected to be a steady flow of cash. We do expect that fitness memberships will peak in the late winter and early spring months, with some spikes expected in the autumn. The best membership sales months industry wide are (in order), January (New Year's resolution crowd), October and March.

C. LOCATION

Convenience is the number one reason people join a fitness facility. Studies by the industry association IHRSA (International Health Racquet and Sports Association) report that people will pay \$10-30 more per month for convenience. Hence, location is the key for any fitness center. Our location will be in [{enter your locale here}](#). Fitness generally attracts a wide demographic and Anytime Fitness clubs usually have more women members than men. Because the center will be operating 24 hours, it is expected to be in a well-lit, safe, neighbourhood retail park, shopping or town centers. It should be conveniently located to the community it serves. It is expected that the location will have signage that is visible from the main roadway(s). Additionally, the location must have necessary parking available for customers that stay, on average, less than 1 hour at the facility. Parking requirements are, typically, 5-7 spaces per 1,000sq/ft.

{Insert GOOGLE map of your location and competition below}



D. **MARKETING PLAN - based on demographic detail summary**

{Paste your demographic report below}

DemographicsNow
A Product of **SRC**

Date: 08/19/08
Current Geography Selection: (3 Selected) 1,3,5 mile radii:
Olivia mn *
Current Index Base: Entire US

Lat: 44.776200 Long: -94.980000
City: Olivia Pop: 2,520
County: Renville County Pop: 16,588
Zip: 56277 Pop: 3,428

Demographic Detail Summary Report

Population Demographics

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
Total Population	4,593		4,419		4,281		4,238		-3.8%	-1.0%
Population Density (Pop/Sq Mi)	58.5		56.3		54.5		54.0		-3.8%	-1.0%
Total Households	1,762		1,798		1,814		1,843		2.1%	1.6%

Population by Gender:

	1990		2000		2007		2012		1990 to 2000	2007 to 2012
Male	2,237	48.7%	2,185	49.4%	2,147	50.2%	2,143	50.6%	-2.3%	-0.2%
Female	2,356	51.3%	2,234	50.6%	2,134	49.9%	2,095	49.4%	-5.2%	-1.8%

Population by Race/Ethnicity

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
White	4,498	97.9%	4,272	96.7%	4,138	96.7%	4,110	97.0%	-5.0%	-0.7%
Black	3	0.1%	3	0.1%	3	0.1%	4	0.1%	-0.7%	31.3%
American Indian or Alaska Native	10	0.2%	7	0.2%	7	0.2%	7	0.2%	-33.1%	0.0%
Asian or Pacific Islander	10	0.2%	10	0.2%	10	0.2%	12	0.3%	-7.4%	11.9%
Some Other Race	72	1.6%	85	1.9%	82	1.9%	75	1.8%	18.2%	-8.7%
Two or More Races			42	1.0%	40	0.9%	31	0.7%		-23.8%
Hispanic Ethnicity	99	2.2%	255	5.8%	343	8.0%	409	9.6%	157.7%	19.0%
Not Hispanic or Latino	4,494	97.9%	4,164	94.2%	3,938	92.0%	3,830	90.4%	-7.4%	-2.7%

Population by Age

	1990		2000		2007		2012		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2007 to 2012
0 to 4	353	7.7%	259	5.9%	246	5.8%	258	6.1%	-26.6%	4.9%
5 to 14	796	17.3%	646	14.6%	514	12.0%	485	11.4%	-18.8%	-5.8%
15 to 19	277	6.0%	318	7.2%	293	6.8%	255	6.0%	15.1%	-12.8%
20 to 24	197	4.3%	201	4.6%	304	7.1%	337	8.0%	1.9%	10.9%
25 to 34	661	14.4%	438	9.9%	405	9.5%	473	11.2%	-33.8%	16.9%
35 to 44	595	12.9%	645	14.6%	507	11.9%	423	10.0%	8.4%	-16.7%
45 to 54	403	8.8%	577	13.1%	687	16.0%	618	14.6%	43.1%	-10.1%

Our customer demographics are: (May change based on location and market)

- **Age:** 18-65 is the full estimated range, although the targets will be 25-55 years of age.
- **Sex:** Men and women; men are targets for late night workouts, while women are the targets for early morning/daytime workouts. On average, 55% of Anytime Fitness members are women.
- **Income:** Individual Incomes \$35,000 or higher
- **Education:** Mostly College-Graduates, or College Students
- **Residence:** The main target audience comes within 6-8 minutes of the facility.

The current local market for fitness centers in {enter your market here}. **{You need to tailor this statement based on your market.}** For example, Curves for Women is making an impressive

expansion into the local market, while local “Mum-and-Pop” gyms are remaining strong. Even while several gyms closed over the past two years, they have already been re-occupied by replacement centers like [{enter competitor here}](#). There are no 24-hour places available for exercise, so the appeal is anticipated to be extraordinary. Advertising, promotional events, and referrals are one way to make a foothold for **ANYTIME FITNESS** in the local market. A more detailed advertising plan is outlined later in this plan. It is our goal to increase our market share by opening up several local gyms in the greater [{enter your market here}](#) area. Future marketing and advertising would not be successful without a “feedback loop.” We intend to closely monitor our marketing and advertising by querying new and returning customers about their experience.

Our pricing strategy will be based upon our local competition. Because we are not offering a cheap product, our membership prices will be higher than lower-end gyms, but typically lower than large fitness chains, such as LifeTime Fitness.

ANYTIME FITNESS will position itself in the fitness market as such:



Our prices will be set to steal away customers from the high-end gyms, while remaining competitive with the mid-range competition. Because of our 24-hour operations, convenient location and personal touch, we should be able to demand a higher price compared to our mid-range competitors and draw members from these clubs. In addition, the simple convenience of our local club, as compared to a big box, destination location club will attract the fitness enthusiast who is tired of fighting the crowds and salespeople.

E. COMPETITION

Our largest competitor will be {enter competitor here}, located at {enter location here}. There is also a {enter competitor here} that has been in operation for about {XX} years. Curves for Women began operation around {enter date here} as well. Their hours of operation can be considered restrictive, some only operate from 7:30a-2:30p, 3:30p-8:00p Monday through Friday. Additionally, they allow memberships for women only and they are not operating 24-hours a day. **ANYTIME FITNESS** is considered a healthy alternative for the members of “women’s only” clubs (like Curves for Women,). Many women join those clubs because they had a bad experience at big box clubs. When they get tired of the lower end, hydraulic equipment at these clubs, they want something more but don’t want to go back to the big box club they left. Typically, they move over to **ANYTIME FITNESS** where we promote a friendly, non-threatening environment where people of all shapes, sizes and gender will feel comfortable.

The nearest big box fitness club, {enter competitor here} is in {enter location here}. We expect to take members from this club who are tired of battling the crowds, tired of paying for amenities they don’t use and tired of the hard sell tactics.

Competitive pricing information is included in the next section.

F. PRICING AND SALES

Our competition information is as follows: {Enter all competition in your territory}

Fees	ANYTIME FITNESS			
Initiation				
1-month				
3-month				
1-year				
3-year				
Lifetime				

Without having a leased space at this time, it is not possible to do an accurate breakeven analysis. {Tailor to your situation}

However, based upon a typical 3,500 square foot space, along with estimated fees and expenses, we anticipate we will need to enrol {XXX} members in our first fiscal year to break even. A complete analysis is included in our financial report.

G. ADVERTISING AND PUBLIC RELATIONS

The first twelve months of advertising will be critical for our sales since we are a new business. Our advertising must reach our target market and be cost effective. The initial plan for advertising is as follows:

Pre-Opening Advertising Blitz

- Store and roadway signage
- Direct mail
- Advertisements in local paper(s)
- Mall or local store handouts (with owner permission/fees)
- Radio advertisements targeting working adults (morning rush hour)
- Advertising with local nutrition stores (possible cooperative advertising agreements)
- Telemarketing
- Chamber of Commerce events/participation



New customers will be asked how they heard about our club. We will monitor and track these responses to determine which forms of advertising drew the largest responses. This “feedback loop” will help to form our future advertising strategies. The most likely types of post-opening advertising will be:

Post-Opening Advertising

- Referrals (current members will be offered incentives for referrals)
- Newspaper
- Mall/store Handouts
- Lead boxes
- Nutrition store advertising
- Professional organisations
- Telemarketing
- Direct mail



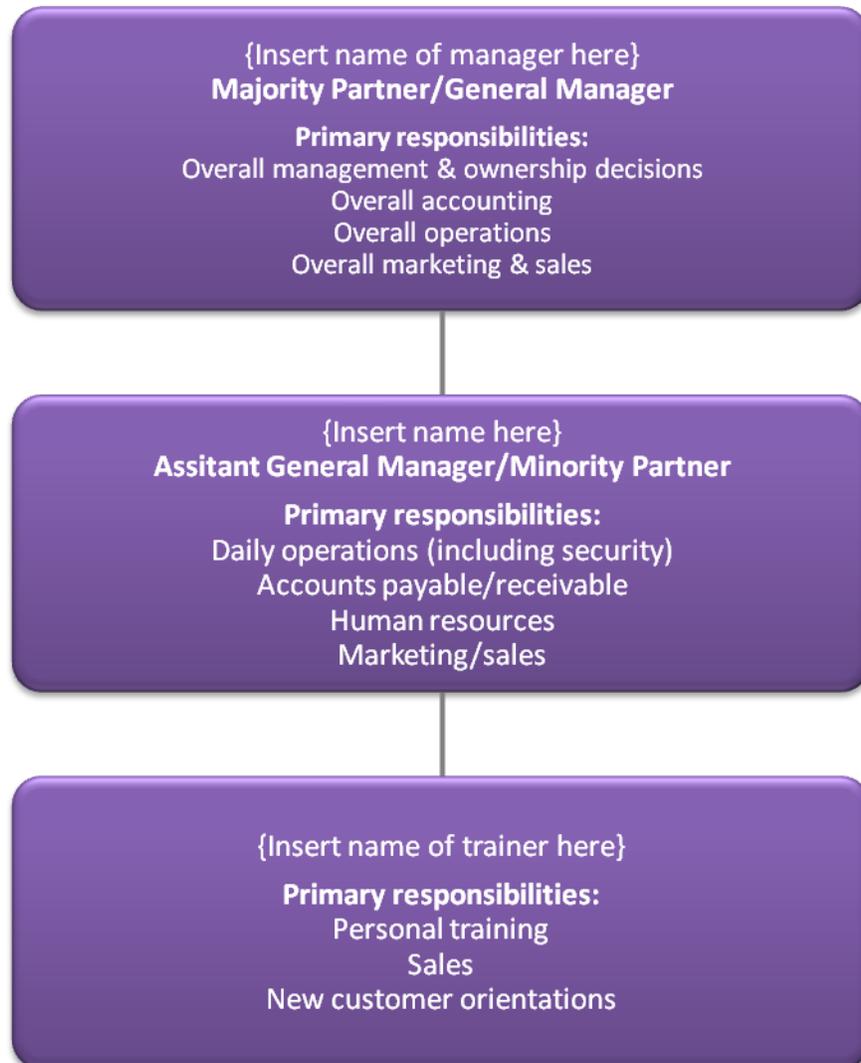
ANYTIME FITNESS will be promoted to the public in a clean, upscale, professional manner. Our public image will be shaped through our professional brand and unique advertising promotions. We will also implement a member referral program locally and nationally that will provide tremendous incentives for the members to refer friends, relatives and associates.

Our marketing will touch on a variety of buying motives: pride of appearance, convenience, economy of purchase, availability, and curiosity of the new product.

H. MANAGEMENT PLAN

As it is with any business, people are the key to a successful operation and profitable business. It is our goal to enrich the franchise name of **ANYTIME FITNESS**. {enter entity name here} is owned and operated by business-savvy, customer-friendly individuals who understand what it takes to start and operate a business, hire and motivate employees, and find and keep customers. More importantly, the owners understand the importance of keeping a low overhead in order to make profits.

ORGANIZATION CHART **Management Duties**



Owner and manager confidence lies within their personal experiences and education in the business world. We recognize the importance of these leadership positions within our organisation. Our personal trainers and sales people are going to be the people who interact with our clients the most – they will be the driving force towards referrals.

Following you will find a brief biography detailing the success-oriented experiences of {insert name here}.

Professional History

{Your Name}

{Details about what you have done and why you feel you will be successful (You may insert your resume)}

{Name of partner (if applicable)}

Pro forma to follow {obtain this from your own financial consultant}
