



Business Proposal Sample 1

Healthy Fit Bods

The recent dominance of sedentary lifestyles has pushed a number of people to be obese and to acquire various chronic illnesses. Due to their hectic schedules and serious involvement in their professional careers, families, and other personal and social activities, little or no time is left for them to perform physical exercises. Hence, little energy is spent or utilized.

Exercise is a significant component of living a healthy lifestyle. This makes people fit and strong; thereby, allowing them to cope with all the responsibilities and tasks in life. Humphrey Brady knows that physical activity is one of the numerous remedies to the mounting problem on obesity; thus, he recognizes the need to offer an effective fitness solution for those who live in Binghamton, New York. Hence, he intends to establish a fitness center to be named as **Healthy Fit Bods**.

This business will offer an inexpensive but convenient fitness center. It will also target to provide reasonable membership fees and terms to meet the needs of its potential clients, particularly low-income earners. Membership will be open for individuals age 20 and over.

Healthy Fit Bods will not only respond to the need of the public for an affordable and convenient fitness center, but will also help boost their physical activities. As a result, the business would help eradicate or at least minimize the growing rates of obesity and chronic diseases within the community. This endeavor, however, would likely be put into reality upon approval of the grant request amounting to \$81,000.00.

Introduction

Humphrey F. Brady, owner of the Brady Fitness Solutions, Incorporated, is a graduate of Bachelor of Science in Nutrition and Food Sciences. He is currently pursuing his Master's degree in Business Administration and is also an experienced diet counselor, home healthcare dietitian, food service administrator, and fitness expert.

His wide range of experience, knowledge, and abilities encouraged him to venture on his own. Henceforth, he established Brady Fitness Solutions, Incorporated on June 6, 2006. It is a company that sells materials, devices, and tools that are commonly utilized in gymnasiums and other fitness establishments.

One great opportunity that Brady eyes is the establishment of **Healthy Fit Bods**. With this, he aims not only to promote financial security but also to fulfill his desire of helping others obtain a healthier quality of life. Meaningfully, he targets to aid in improving the socioeconomic status of the community. It is his sincerest passion to assist in developing and improving the place by creating job opportunities.



Being a determined individual, he would do everything to be of assistance to his fellowmen. Equipped with strong will power and keen interest in the health and fitness industry, he believes that this business would be deemed profitable, sustainable, and favorable to the society.

The Role of Healthy Fit Bods

There are numerous highly reputed fitness centers and commercial health clubs in the country. These businesses strive harder to serve customers with all types of fitness goals and interests. Significantly, these establishments promote a proactive lifestyle to fully diminish the trend of sedentary living; thereby, contributing to the national effort to decrease obesity and other chronic diseases. With funding assistance, Brady hopes to become a part of this endeavor through the franchise of **Healthy Fit Bods**.

Goals

Healthy Fit Bods is committed to enhancing its customers' overall health and physical well-being by means of its services and programs. So, this proposed business is firm in attaining the following goals:

1. To educate the greater public on the importance of a healthier lifestyle;
2. To make fitness a convenient and affordable aspect in everyone's life;
3. To offer job opportunities, especially to minorities and low-income earners; and
4. To help develop the socioeconomic and health status of the community.

Objectives

To accomplish these goals, **Healthy Fit Bods** should initially attain these objectives:

- **Position the business in a low-income area**

To help develop a low-income community, the business should be situated in a place that is accessible to them. By establishing **Healthy Fit Bods** in a low-income neighborhood, Brady would allow the business to educate its target audience on proactive lifestyle.

- **Employ individuals, particularly low-income earners, to become a part of the management staff**



AlliedWriters

To be able to develop or enhance the socioeconomic status of the community, the business would offer job opportunities to individuals belonging to the low-income families.

- **Offer a low-priced membership fee and reasonable membership terms**

This would enable the business to make the services and programs of **Healthy Fit Bods** affordable, especially for low-income earners; thus, obtaining strong public support in the process.

Project Location

Healthy Fit Bods would be located in Broome County, New York, specifically in the city of Binghamton. This is where the business would provide health and wellness programs to low-income neighborhoods.

The City of Binghamton is one of the principal urban places in Broome County, New York. In fact, it was tagged as “Carousel Capital of the World” and “Valley of Opportunity.” According to the U.S. Census Bureau, there were about 46,996 inhabitants in the city in 2011. In 2010, it was estimated that 77.6% of the total population were white persons and the rest were minorities.

The median household income during the period from 2006 to 2010 was just \$30,702.00. This was way below the state’s median household income of \$55,603.00. This brought 27.8% of the population below the poverty level, which was almost twice that of New York’s percentage (14.2% only) of persons who were below this same level.

Many types of widely recognized businesses are already established in the city. Moreover, Binghamton is known for being the cultural center of the Greater Binghamton metropolitan area, which is home to one-fourth of a million inhabitants. For this reason, this location is expected to create a larger customer base.

Lastly, this location has demanding economic demographics that could sustain the growth and investment opportunities of the company. Moreover, this area proposes an environment that greatly favors the needs of potential members or customers of **Healthy Fit Bods**. In fact, the web site of U.S. News and World Report reveals that Binghamton, New York is one of the cities with the highest obesity rate.

Management and Staff

A. Owner



Humphrey Brady, 35, hopes to establish the business, **Healthy Fit Bods**. Aside from his degree in Bachelor of Science in Nutrition and Food Sciences, he is currently completing his Master's degree in Business Administration.

Since his childhood years, Brady has been into various sports such as soccer, basketball, and cycling. With his more than 12 years of related experience in professional sports and fitness, he came to know the importance of a healthy and fit body in attaining successful human physical activities.

Furthermore, he has over eight years of professional experience in the healthcare industry, specifically as a diet counselor, home healthcare dietitian, food service administrator, and as a fitness expert. Armed with all these proficiencies, abilities, and knowledge, he could professionally operate **Healthy Fit Bods**.

B. Staff

Apart from being the business owner, Brady would also serve as the company's chief executive officer and personal trainer. On the other hand, Peter Bachmann and Khristoff McIntyre would serve as the executive vice-president and chief operating officer, respectively. Additionally, the business would hire a gym manager, assistant manager, front desk staff, sales manager, and sales staff.

Marketing Strategies

Healthy Fit Bods would offer customized membership options that will suit the needs of all of its clients. Duration of membership contracts will vary from a monthly or yearly basis, which would include one-year and two-year contracts. Furthermore, the business would also offer normal business hour memberships (weekdays and weekends, 8:00 a.m. to 6:00 p.m.) or 24- hour memberships that do not include time restrictions.

Membership fees would range between \$15.50 and \$50.50 monthly, depending on the duration of the contract and additional services the clients would prefer to include in their membership. Additional services to be offered would include nutritional advice, massage, body composition test, swimming lessons, and aerobics sessions. Clients would be charged an additional \$12.00 monthly payment for every extra service they wish to enjoy. Furthermore, the establishment would offer personal training to its customers and this would cost \$30.00 hourly, based on the client's membership type.



Healthy Fit Bods would, likewise, accept young members, aged 13-19 years old, provided that they submit a letter of parental consent prior to their subscription. To encourage them to join the physical and fitness programs, their membership fees would be half-priced during the summer and semester breaks. On the other hand, members who are above 19 years old would be provided with one month free access to the club after their registration or subscription.

Apart from these membership fees, an initial payment would be made during subscription. These, however, would likewise depend on the duration of contract and extra services chosen.

Advertising Strategies

The operational cost related to the establishment of the business would include an aggressive yet effective advertising campaign. Moreover, Brady plans to take advantage of online, radio, and cable advertisements for the business to widen its reach. Social networking web sites (Facebook.com, Twitter.com, YouTube.com, etc.) would be utilized, so as to attract numerous potential clients. He also considers looking at the likelihood of carrying out cross-promotional campaigns with other businesses in the community. Additionally, he would collaborate with other fitness experts and enthusiasts and attend networking campaigns to effectively promote the business.

Target Customers

Segments of the population that would benefit from this business would include teenagers, young adults, professionals, adults, and even the elderly. Men and women, enthusiasts and neophytes, especially those low-income earners could easily become members of **Healthy Fit Bods**. The business' friendly, approachable, and accommodating staff and personnel would make the members, especially the elderly, feel more comfortable and relaxed as they work out.

Since this would be a 24-hour health and fitness center, it would be an ideal place for individuals with busy or hectic schedules to work out. Key cards would be issued to members so that they could easily access the fitness center anytime of the day, or when there is no staff present.

Supporters

The Small Business Association of Binghamton, New York backs this earnest venture of a business-minded individual who aims to develop the overall health and physical fitness and wellness of a low-income neighborhood.

Additionally, numerous professionals and residents of Binghamton, New York share their support for the establishment of **Healthy Fit Bods** knowing that the area has a large percentage of number of obese people. Healthcare practitioners also support this plan for they know the advantage that this would bring to the general public's health and wellness.