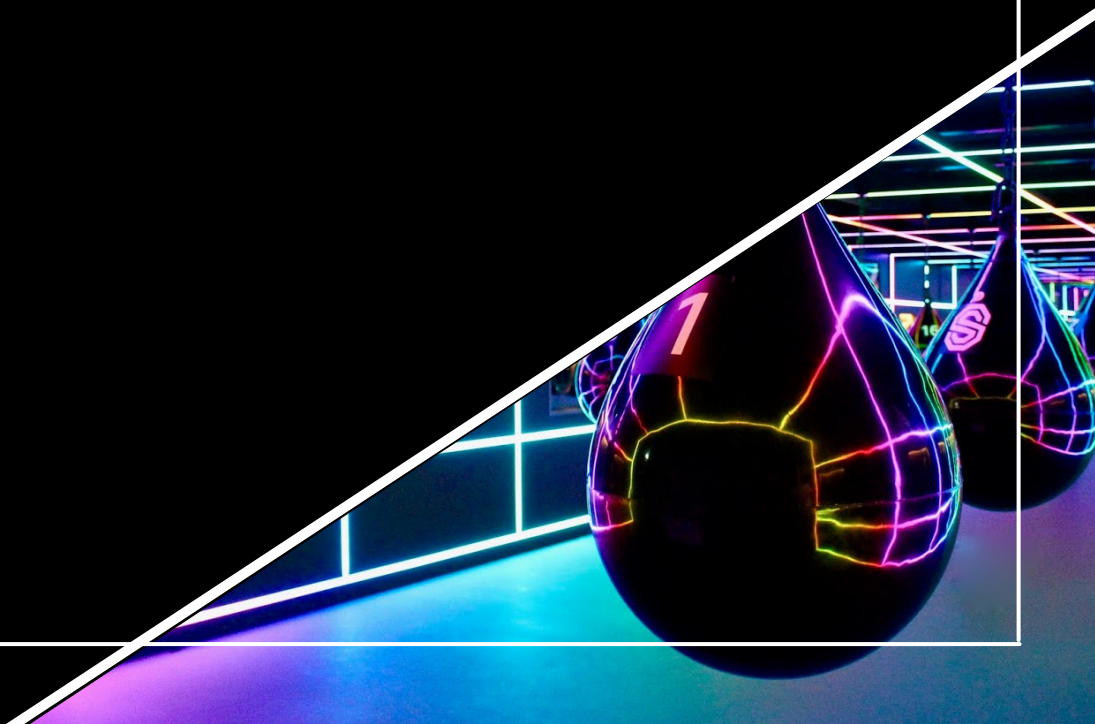


# GYM [LOCATION]

FRANCHISE PROSPECTUS 2021



# A BRIEF HISTORY...

GYM LOCATION (or at least the idea) was born in 2015 in a small group fitness studio, focusing on heart-rate based group training, opened it's doors in April 2015 and was an instant success - reaching capacity within 12 months.

The reason for this success was twofold; the training method was effective (and backed by science) and being small member base club, created an amazing community with close friendships.

But, despite the success, there wasn't much room for growth. The building was small which created restrictions but more importantly the business model was a franchise and unfortunately very rigid. This made it impossible to meet a vital need – Diverse Activities.

Taking all of the pros from the original studio (& removing the cons), a well-rounded business model was created. Still focusing on heart-rate based group training but adding a wider range of activities to form a base for overall physical fitness. Yoga, Pilates, Boxing, HIIT, Cr\*\*sFit, Personal Training and Open Gym Use are the main activities at GYM LOCATION with a huge focus on world class customer service.



## OUR VISION

BE THE UK'S LEADING BOUTIQUE  
FITNESS BRAND

## OUR MISSION

TO CHALLENGE THE CURRENT FITNESS  
FRANCHISE MODEL BY PUTTING THE  
FRANCHISEE FIRST.

## CLUB ETHOS

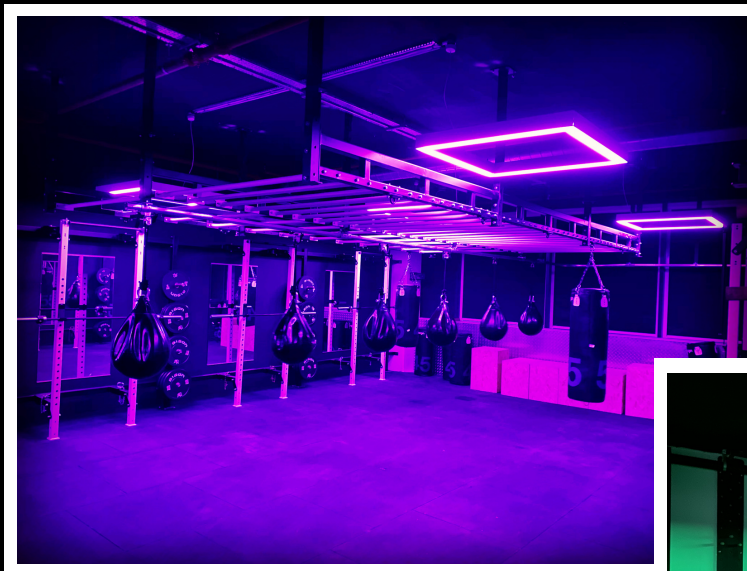
1. Create a culture of Ownership & Accountability with the GM/Owner leading from the club Reception.
2. Build strong teams by putting our staff first with Recognition, Rewards and Continuous Training & Development.
3. Produce World Class Customer Service by ensuring all action is guided by meeting the NEEDS of our members.
4. Focus the majority of our growth initiatives on Direct Sales, Local Outreach and Member Referrals rather than mass marketing campaigns.
5. Recognise everything we do is to INCREASE.... Increase membership base, Increase Attendance and Increase Member Satisfaction.
6. Understand that without financial growth, we cannot achieve success.

# CONCEPT

GYM LOCATION is the UK's First Multi-Form Fitness Boutique & Hot Yoga Studio which combines the very best fitness concepts and offers them - ALL IN ONE LOCATION.

We run a MID to HIGHER end membership-based business model for the bulk of our income but simultaneously run a CLASS PASS model where irregular users can benefit from great classes without commitment.

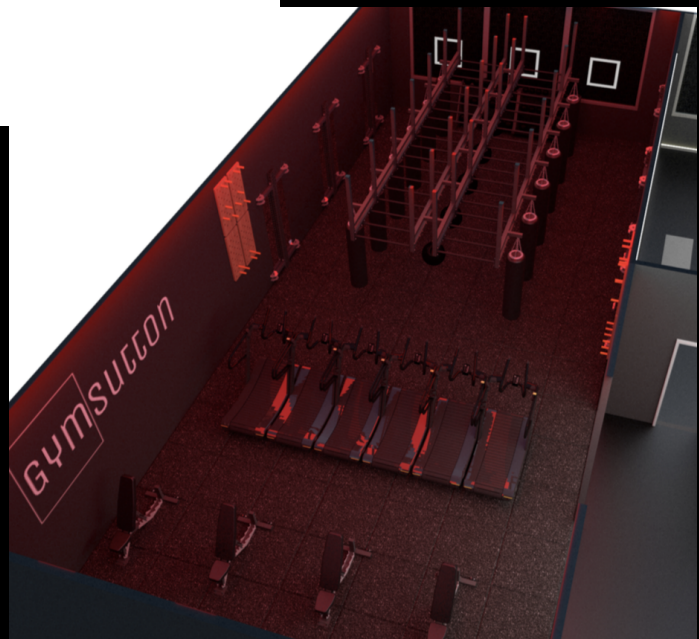
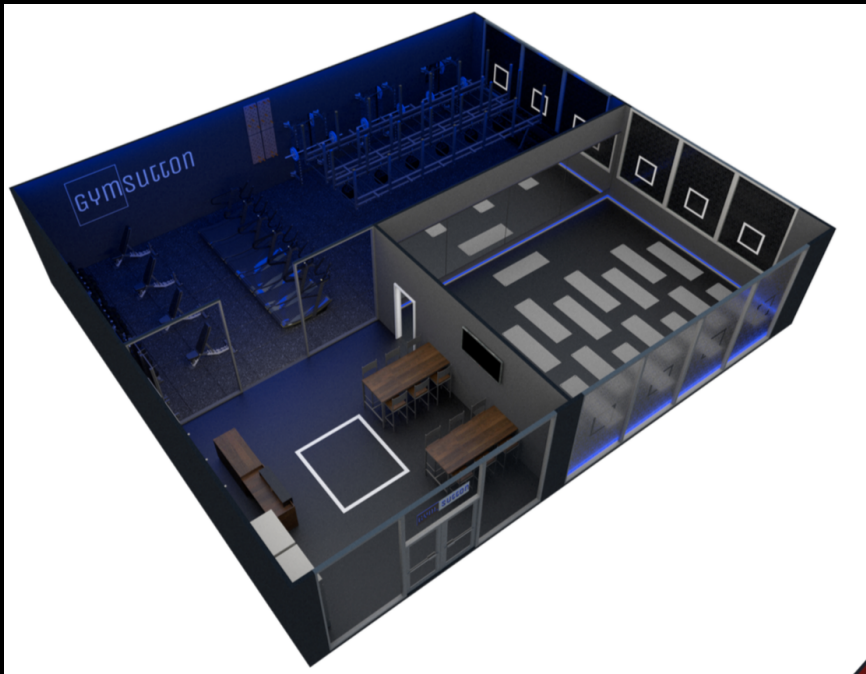
Our unique studio design allows us to utilise space and quickly transform the layout allowing us to offer more variety than ANY OTHER BOUTIQUE STUDIO.



# CLUB DESIGN

The business model is based on a commercial unit between 2500-3500 sqft and split between 3 areas - Reception, Gym & Yoga Studio. 2-3 Stand alone Toilet/Shower units will also be added.

High street units with high visibility & heavy footfall will work best.





# FINANCIAL SUMMARY

## INITIAL INVESTMENT

FRANCHISE FEE	£19,999
CLUB FITOUT	£74,000
EQUIPMENT	£42,000
FEES	£14,000
MARKETING	£5,000
FIXTURES & FITTINGS	£5,000
<hr/>	
	£159,999

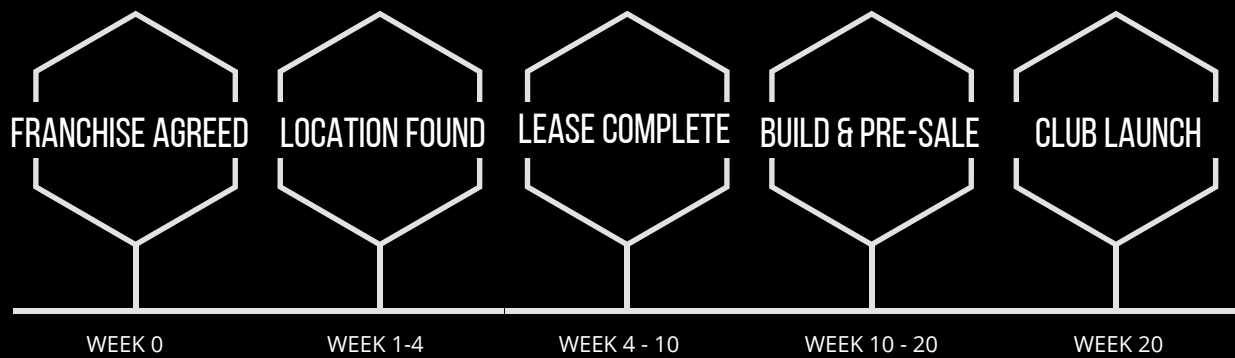
## ROI

	YEAR 1	YEAR 2	YEAR 3
<hr/>			
EBITDA	£100,000	£150,000	£180,000

### Franchise royalties

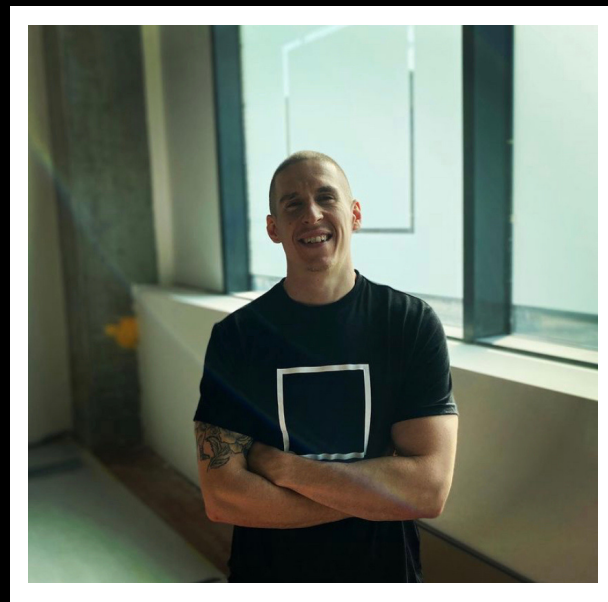
- 12 Months Royalty Free
- 9.9% thereafter but capped at £2000k

# TIMELINE TO LAUNCH



# ABOUT THE FOUNDER

**Dan Keith** began building the GYM LOCATION franchise model in 2020 after a successful launch of the first club in Sutton, Surrey.



Having worked in the fitness industry for over 10 years, Dan started his own business back in 2014 - A fitness franchise which focused on heart rate based training to personalise each workout to the client. The first facility opened in South Wimbledon and was huge success, turning over £250k annually by year 2. The business was successfully sold in 2018.

Dan is a keen entrepreneur with expertise in marketing, social media and system implementation. This mixed with his passion for fitness has been the key to his successful career.



[WWW.GYM-LOCATION.CO.UK](http://WWW.GYM-LOCATION.CO.UK)

Partners

