



TOTAL POWER TEAM

Business Plan



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1. Executive Summary

1.1 Business summary and objectives

Total Power Team is a martial arts, self-defence and fitness school set to become the hub of the community; offering fitness, martial arts, self-defence, health and wellbeing education and inspiration.

2. Business history, Background and Objectives

2.1 George Youssef: Martial Artist, Instructor, Personal Trainer and School Director

I have studied martial arts and fitness since 2006 and have over twelve years' experience as a martial arts instructor and qualified level 3 personal trainer. I am committed to helping students improve their health and develop skills and gain enjoyment from martial arts and fitness. As a gym manager with my own satellite school and having previously worked for corporate companies, I want to open my own school with the mission of continuing the valuable work that I have started in the local area. I am committed to building a strong team of staff that strive for consistency at a high level and share my passion.

Having worked closely with other fitness professionals and developed a strong network of industry leaders, I have identified the need for a martial arts school that can offer a range of classes across many fitness disciplines. Together we will be contributing to the health and wellbeing of our community.

2.2 George Youssef: Work Experience and Training

My martial arts career started at 18 and I have studied a variety of styles, which include kickboxing and boxing, Thai style, Brazilian jiu-jitsu, grappling, wrestling and freestyle nunchaku. I am now a second-degree black belt in kickboxing and I have competed for many years in semi-contact, light contact and full-contact kickboxing, boxing, grappling and MMA.

As well as a keen competitor, I am most passionate about teaching the disciplines and principles of martial arts. Over the past decade I have taught a diverse range of people of various ages from 3 years old in both group classes and one-to-one personal training sessions.

I run my own part-time satellite school in Whitton, offering martial arts and kickboxing classes for children and adults and am establishing a loyal customer base and building the Total Power Team brand in the local area and online. I am also the head instructor with Twickenham Martial Arts College, where I have been managing the gym for the past eight years.

In 2017 we set up Wrapped & Ready Fight Nights showcasing the best in boxing, kickboxing and K1 from London and the southeast. Touted as one of the most professional shows in the country, and with a positive mission to give amateur fighters an opportunity to showcase their talent and those with professional aspirations the start to their careers, Wrapped & Ready is a growing arm of the Total Power Team business. We are now on our sixth fight night and this successful enterprise has further demonstrated my ability to bring a business to market, engage with industry professionals and customers, manage a team and promote a brand.

2.3 Business Objectives

Our aim is to establish a successful martial arts school and make it the hub of the community. It will welcome a diverse range of people of all ages within the local surrounds and encourage them to participate in physical activity. It will serve as a place for people come together to learn about health and wellness and socialise with like-minded people.

We are committed to developing an outstanding team of instructors who will be instrumental in building confidence, developing skills in martial arts, fitness and self-defence and providing encouragement for participation in external competitions and events. We will build a successful fight team and support senior students in competition as both professional and semi-professional fighters.

2.4 Testimonial

“My teenage daughter has been attending the Total Power Team classes in Whitton for the past two months and already I have noticed a positive change in her. As well as telling me she is feeling fitter, it is really helping her confidence and I am incredibly happy when she tells me that she can appreciate what a great opportunity it is to train at the school and that she can see what can be achieved. She is very motivated to work hard towards a black belt in her martial arts and I know this extracurricular activity will stand her in good stead for her future”
Ipek Halil, Whitton resident

3. Products and Services

The school will offer a variety of fitness classes for people of all ages and skills. Classes on the timetable for launch include kickboxing with self-defence, boxing, yoga, Pilates and strength and conditioning and a twice-weekly running club.

3.1 Business Objectives

For children, the kickboxing programs are based on age

- 4-6 year olds
- 7-10 year olds
- 11-15 year olds

The majority of classes will be held late afternoon, three times a week and on Saturdays and adult classes will follow after the children's sessions. Students will have the opportunity to progress through a grading system, earning belts at each level and culminating in a black belt in kickboxing. Furthermore, there will be the opportunity for students to compete at local and national competitions, thereby increasing their skills and confidence in this growing sport.

During the half terms and holidays there will be holiday camps running which will allow children to participate in educational play and learn life skills and other forms of martial arts including nunchuka and self-defence. There will be educational talks on anti-bullying and healthy eating. These camps also give parents a safe place to bring their children when they are at work.

As the school grows we will also look to develop ladies-only classes in martial arts and self-defence.

Students can pay for a martial arts membership to the school, entitling them to attend all the martial arts classes on offer during the week. In addition, class passes will also be available allowing students to trial the classes on offer.

3.2 Yoga and Pilates

Morning classes will run daily in both yoga and Pilates, which will encourage a different client to engage with the school, including parents of the children attending martial arts classes.

There will also be strength and conditioning classes for those with a martial arts membership or fitness class membership.

3.3 Staffing

The school model allows for several part-time staff, bringing opportunities for local fitness professionals in the borough. We will be building a team of individuals who share a passion for health and fitness and want to contribute to the local community.

All instructors will have public liability insurance and first aid training and all employed staff working with children will be CRB checked.

3.4 Future Opportunities

Having built a blossoming fitness community, there are many other health and fitness related subjects that we plan to introduce for members, as well as additional martial arts techniques. We are passionate about education in health and wellbeing and will offer workshops and seminars in subjects such as parenting, healthy eating, and cooking. We plan to work closely with local schools and youth centres offering talks in subjects such as knife crime, self defence and drugs. We are also keen to build an outreach program to offer funded classes for high risk/ disadvantaged members of the community, supporting individuals who might not otherwise have the opportunity to learn skills and gain fitness.

3.5 Mock up Timetable for Launch

| | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---------|--------------|-------------------------|------------------|-------------------------|------------------|-------------------------|-------------------------|
| 7.00am | | Yoga/Pilates | Yoga/Pilates | Yoga/Pilates | Yoga/Pilates | Yoga/Pilates | Yoga/Pilates |
| 8.00am | | | | | | | Strength & Conditioning |
| 9.00am | | | | | | | |
| 10.00am | Yoga/Pilates | | | | | | Kids 4-6 KB |
| 11.00am | | | | | | | Kids 7-10 KB |
| 12.00pm | | | | | | | Juniors 11-15 KB |
| 1.00pm | | Strength & Conditioning | Kickboxing | Strength & Conditioning | Kickboxing | Strength & Conditioning | |
| 2.00pm | | | | | | | |
| 3.00pm | | | | | | | |
| 4.00pm | | Kids 4-6 KB | Kids 4-6 KB | Kids 4-6 KB | Kids 4-6 KB | | |
| 5.00pm | Running Club | Kids 7-10 KB | Kids 7-10 KB | Kids 7-10 KB | Kids 7-10 KB | | |
| 6.00pm | | Juniors 11-15 KB | Juniors 11-15 KB | Juniors 11-15 KB | Juniors 11-15 KB | Strength & Conditioning | |
| 7.00pm | | Adults KB | Adults KB | Adults KB | Adults KB | Running Club | |
| 8.00pm | | Strength & Conditioning | Yoga/Pilates | Strength & Conditioning | Yoga/Pilates | Boxing | |

4. The Market

4.1 The Fitness Industry

The '2019 State of the UK Fitness Industry' report reveals that the UK health and fitness industry is continuing to grow. There are now more clubs and members and a greater market value than ever. In the 12-month period to March 2019 there was an increase in 2.9% in the number of fitness facilities, a 4.7% increase in the number of members and a 4.2% increase in market value. Gym member numbers in the UK have exceeded the 10 million mark and 1 in every 7 people is a member of a gym, giving an all-time penetration rate high of 15.6%. (Source sportsthinktank.com)

From industry research and speaking to professionals across the UK, we have seen the trend towards learning sports and fitness skills rather than just working out in a gym. There is more awareness of martial arts skills such as judo and wrestling from events such as The Olympic Games and styles such as MMA (mixed martial arts) are recognised as being some of the fastest growing sports in the world, owing to televised shows such as the UFC. In and around London martial arts are also becoming more popular because of the increased awareness of the importance of self-defence. An estimated 2-3 million British people are currently training in martial arts.

Freestyle kickboxing is one of the newer forms of martial arts, but in addition to MMA is one of the fastest growing sports in the UK, with the country having one of the top kickboxing teams in the world. Kickboxing is an individual multi-discipline sport that makes use of the body's full range of motion and challenges the athlete both physically and mentally. Although kickboxing is strictly speaking an individual sport, training is very much a team effort. Partner drills and sparring are common for anyone looking to compete and technical and fitness drills are practiced alongside teammates and other students, encouraging a fantastic sense of camaraderie. Children who grow up with kickboxing have superior focus, discipline, respect for each other and their elders, flexibility, balance, coordination and self-control. (Source wkaassociation.com)

Yoga is a group of physical, mental and spiritual practices which originated in ancient India. Yoga most likely developed around the sixth and fifth centuries B.C. but only gained prominence in the West in the 20th century. In the 1980s yoga became popular as a system of

physical exercise across the western world, however the core is both spiritual and meditative. There are several styles of yoga with the most common being Ashtanga; a rigorous style with sequences of postures, Bikram; classes are held in heated rooms, and Vinyasa, known for fluid movements. Pilates is an exercise form that aims to strengthen the body in an even way, with particular emphasis being placed on core strength to improve general fitness and wellbeing. Exercises are done on a mat or with specialised equipment that provide resistance or support. The style was developed by Joseph Pilates who advocated the connection between mental and physical health and it is a hugely popular form of exercise in the UK.

4.2 School Location

We are looking to open the school in the vicinity of Whitton, where we have an established client base. The area we are focussing on has a popular high street and is close to schools and densely populated residential areas. It is also close to other key populations in nearby Twickenham, Hounslow and the surrounds.

4.3 Students

The TPT students are children and adults from the age of 4 years old who are interested in martial arts or general fitness. We will encourage family and community participation and we will be working closely with local schools, offering a local school, walking pick up service for groups of children. The adult classes will be for students aged 16 and upward. In the 2011 census, the population of Whitton was 9752 with an average age of 39 with the majority of workers being in professional, managerial or business roles. In the Twickenham/Whitton area 15 primary schools are listed and there are 85 secondary schools listed in the Richmond & Twickenham Times within 5 miles of Whitton. These census figures demonstrate a market in my locations of interest.

5. Competition

5.1 Competitor Businesses

TPT has no direct competition in the Whitton area. There are other local martial arts schools in the borough and the school would have indirect competition from local commercial gyms.

5.2 Improvements over the competition

We are committed to providing a high-class service with a greater variety of classes and daytime sessions. It is my mission to engage all students and their parents to make them feel part of this health and fitness community. The school will become the hub of the community in offering more than just martial arts and fitness and encouraging healthy, happy lifestyles.

5.3 SWOT analysis on TPT

| | |
|---|--|
| Strengths <ul style="list-style-type: none">- Owner's experience in managing a martial arts gym and working as a senior instructor with people of all ages and backgrounds- Owner's large local client base- The school's offering is a new model for the community and focuses on education rather than just a training gym- There are classes and opportunities for engagement for all ages and levels- The business will be a positive service for the people and community | Weaknesses <ul style="list-style-type: none">- New business- Martial arts skills cannot be learned at university so recruitment comes only from within the industry- There is a misconception that martial arts is associated with violence |
| Opportunities <ul style="list-style-type: none">- Martial arts is one of the biggest growing sports in the country and worldwide- There is no direct competition in the chosen location- More and more parents are requiring after school activities and school pick-ups for activities- Only health and fitness school in the area- The opportunity to work with freelance fitness instructors | Threats <ul style="list-style-type: none">- Other gyms (martial arts and commercial gyms)- Other sporting activities- Community centres |

6. Marketing Plan

6.1 Campaigns

With an optimised website and social media presence we will be launching a comprehensive marketing campaign. We have allocated budget towards social media advertising and other paid advertising.

We will be carrying out a local marketing campaign and will be collaborating with local businesses and like-minded companies, offering special rates and promotions. I plan to build relationships with local schools and colleges to promote to students and parents and we will also offer discounts in conjunction with universities. We will offer special promotions for launch as well as family discounts.

We are in an optimum position to launch the school with an already established local customer base and in opening our full-time premises we can bring our current students and incentivise them to refer friends and family.

7. Management and Organisation

7.1 School Director George Youssef

As the school's owner I will be responsible for the day-to-day management

- Signing up new clients
- Marketing
- Recruitment of staff
- Staff management
- Training staff
- Teaching martial arts
- Client administration, including new sign-ups

7.2 Part-time staff and freelance instructors

Staff will be employed part-time as instructors or work on a freelance basis. They will be responsible for:

- Teaching classes
- Assisting on marketing
- Cleaning
- Client administration including new sign-ups

We have allocated a budget for part-time staffing and associated costs, which will increase after eight months to account for increased membership.

7.3 Business administration

Rachel Perrett-Youssef will be responsible for keeping the business accounts, payroll and general day-to-day administrative duties. Having set up and managed two fashion businesses, Rachel has the experience and skills in business administration and accounting.

- Payroll
- General administration
- Bookkeeping

- Human resources
- Recruitment
- Website management

8. Business Logistics and Planning

8.1 Logistics for launch

We are securing a venue of around 650 square foot for launch. We will require an area for the martial arts and fitness classes, a small reception desk and a toilet. We already have the best part of the logistics set up for launch, having established a satellite school.

8.2 Planning

We will be applying for a change of use to D2 leisure with Richmond Borough Council and are confident that our offering will bring something new and fresh to the Whitton area and will be very much welcomed by the council and local community. In and around the high street there is ample parking in the two car parks behind the high street. However, the vast majority of students are local and would walk to the school. Our opening hours would be 7am to 9pm on weekdays, 7am to 3pm on Saturdays and 10am to 6pm on Sundays, subject to agreement from the council, however hours upon launch may be shorter. This is in keeping with other units in the area with bakeries and coffee shops opening at 6am and restaurants and supermarkets closing at 11pm. We would like to highlight the significant benefit Total Power Team can bring to the community in terms of promoting a healthy lifestyle and the importance of exercise. Richmond Council have a huge initiative to encourage children in particular to be active and the Total Power Team offering is very much in keeping with this philosophy. We are in a prime position to capitalise on the transition that is currently taking place on the UK highstreet, away from traditional retail and are very focussed on communicating the suitability of our offering for the local community to the council. Articles in the local publications such as the Richmond and Twickenham Times indicate that locals are calling for more variety on Whitton High Street, away from the coffee shops and charity shops.

9. The School Design

9.1 The Premises

The school initially would just require a main matted area for training, some basic storage and furniture for a small reception area. There would be limited freestanding and mounted equipment.

9.2 Design concepts

The fascia of the shop front would not require a change. We would simply be putting up a sign with our logo and frosted stickers on the windows with high quality imagery. We are happy to liaise with the council on the frontage to ensure that the branding fits into the landscape of the highstreet.

EXTERIOR





INTERIOR

