

## Business and marketing plan (template)

Learner's name: \_\_\_\_\_ Date: \_\_\_\_\_

**Company information** – provide details about your proposed company name and social media handles.

### Business name and staff details

Your business name can be your own name if you wish

E.g. Joe Malton Personal Training

Include details of any staff you plan to employ or go into partnership with, including yourself.

### Reason for choice of company name and information on branding

Here you need to include the rationale for your business name. For example, you may have chosen to use your own name as you are well known and respected in your community.

Think of a brand you love. What do you love about it and why?

Include colours you intend to use and the image you want to portray. Do you want a brand which is high quality and top of the range or a more relaxed, fun brand?

### Social media names (Twitter/Facebook/other – names must be available)

Please include names for each social media platform you intend to use. Include at least three.

## Business overview

Description of services		
Services offered	Brief description of service	Pricing

When thinking about what services you will provide remember to consider 3 out of the 4 P's and A's

- Place (Accessibility)
- Product (Acceptability)
- Price (Affordability)

'Putting all your eggs in one basket' is a risky approach so think about offering a range of services such as 121 PT sessions, outdoor small group training, boot camps etc. How much will you charge for each service?

## Mission statement

(A mission statement provides a constant reminder of the overall vision that the organisation has and what it aims to do – the WHY behind your business.)

This should be a short sentence. Here are two examples;

Starbucks "Our **mission**: to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time."

Adidas "The Adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position."

## Market research

Competitor analysis			
Company name	Location	Services provided	Pricing

You will need to research other companies in your area who are offering similar services to you. Include at least 4 competitors.

Include their name, specific location, types of services they provide and how much they charge. You can research these on the internet, social media and phone them up to discuss pricing (pretend you are a potential customer!)

SWOT analysis (with comparison to competitors)	
Strengths	Weaknesses
Opportunities	Threats

<b>Strengths</b>	<b>Weaknesses</b>
<p>These are internal aspects of the business that make it appealing for a customer to use the service or buy the product.</p> <p>This may include aspects that makes a business unique or stand out from rival businesses.</p>	<p>These are internal areas that cause the business not to operate to its full or best capacity.</p> <p>Relate your weaknesses to your competitors where appropriate.</p>
<b>Opportunities</b>	<b>Threats</b>
<p>External factors that your business can take advantage of to improve the offering. Are you offering a service where there is a gap in the market?</p>	<p>External obstacles, challenges or potential issues including pricing, competitor offerings, market saturation, and local economy.</p>

**Outline the market segments for your business using the MARS acronym**

**Measurable/Accessible/Responsive/Sizeable**

Measurable: Develop a profile of your business' target market (including location, demographics, income etc.)

Accessible: How do you plan to reach your target market with your promotional activity?

Responsive: Does your target market respond to your planned activities? Any data to support this?

If you plan to offer your PT services to anyone and everyone, consider how hard that is to target your promotional campaign.

Having a specific market segment means you can focus your promotional activity where it will have the most impact. For example 'The bride to be' market you can advertise in wedding dress shops, wedding car hire, wedding venues, florists etc. Arrange reciprocal referrals with these businesses.

How do you know if your target market will buy your product and services?

Example – you plan to set up a boot camp in the community field at the end of the local housing estate. You post flyers through the doors of all the houses (300), post in the local community social media site and offer an introductory offer for those who respond within 2 weeks. Forty people responded. You know 10 people who live on the estate, you ask them to chat to their neighbours to gain interest. Positive feedback from 30 people. P

Sizeable: What is the size of the market you are targeting?

There are 300 houses on the estate which is the target market for your boot camp. You know 70 people are potentially interested in the boot camp, is this enough to make it worthwhile? Remember just because 70 people express an interest, they won't all turn up.

In this box you need to justify there is enough interest to be potentially viable.

Use your research of local population figures, demographics, to demonstrate you know the size of the market. Just a number is not sufficient, you need to include where you get your figures from.

### Questionnaire

(Develop a questionnaire of a minimum of 10 questions which will help you to understand your customers, pricing and service offering. The questionnaire should consist of a mix of open and closed questions. For ideas use the internet and search business and marketing questionnaires.)

Consider creating your typical client marketing persona. Now create a questionnaire that would be relevant to your ideal client. Ensure your questions are relevant to your potential offering. For example, if you are planning to offer 121 and group sessions in a corporate environment, target your questions accordingly.

Would you prefer to train before work, lunch time, after work?

Do you prefer training indoors or outside?

What price would you be prepared to pay for a group training session £5 £8 £10?

Please ensure you have a minimum of 10 questions. Any less and your case study will refer.

## Business aims and objectives

### Develop and record specific SMART business objectives

#### Specific/Measurable/Achievable/Realistic/Time-framed

Pre-launch goals:

Short-term goal (First six months):

Year 1 goal (To be achieved after 12 months):

Year 2 goal:

You know what a SMART training goal is, now set some goals for your business. Think about your long term goal first, then set medium and short term goals as stepping stones to achieving your long term goal.

Where do you realistically see yourself in 3 years' time? Perhaps you want to open your own PT studio or be achieving 35 billable hours a week at an average of £50 an hour. (Those billable hours could be £35 for a 121 PT session, £50 for small group training, £85 hour for boot camp etc.) Perhaps you have more than one goal in your 3 year plan, such as have an online PT business with 500 subscribers.

Please ensure your goals are realistic! They must also be specific;

'To be a successful PT' is not specific or measurable.

- Each goal must contain figures (how many clients, income etc.)
- Pre-launch goals could relate to raising awareness of your business on social media (how many followers?) Having secured a deal at your local gym for delivering PT, Secured a business loan of £x with an x% interest rate payable over x years.
- Short term goals – if you plan for example to work as a PT a gym chain, this goal could relate to number of clients on a weekly basis by month 6
- Example of a Year 2 goal;
  - Profit of £25,000 after tax and expenses
  - Identified affordable business premises to convert to PT studio
- Example of year 3 goal;
  - Open a private PT studio in Walthamstow
  - Have an initial membership of 30 clients
  - Employ 2 Part time PT's
- See pages 57 -60 in the manual for more ideas.

Year 3 goal:

## Marketing plan

**Outline your promotional strategy for each of the following business timeframes (to include social media, advertising, promotional deals etc.)**

Pre-launch:

Launch:

Year 1:

Before finalising your promotional strategy you must consider your brand image

In this section please ensure you include specific details about your promotional activity. A general comment such a 'produce flyers' is not sufficient.

An example of a launch promotion;

Produce 1000 flyers promoting introductory offer of small group training, targeting city centre office workers and distribute to 100 offices within a 1 mile radius WC1.

Consider seasonal promotions and special dates in the calendar

Please include at least 4 promotional activities for pre-launch, launch and year 1. Include the month of your planned promotion, what the activity is and how much you will budget for each promotion.



Design a leaflet to promote your business – Ideally you should use technology to produce this. You may attach a copy to your showcase record.

<b>Promotional leaflet brief (Double-sided leaflet)</b>	
<b>Front side</b>	
Strapline	
Marketing copy	
Description of image (if applicable)	
Colour preferences	
<b>Flip side</b>	
Marketing copy	
Description of image (if applicable)	
Colour preferences	

- Strapline needs to grab the attention of the reader
- Marketing copy is the main content of the leaflet
  - Think about what the purpose of the leaflet is. Is this to raise awareness of your business? To offer a deal?
  - Is this a call to action? Do you want clients to contact you as a result of the flyer?
  - Avoid too much information but include the essentials including your contact details. FB page or web address as well as phone number as people don't like to pick up the phone!
  - Ensure you spell check your work
  - You can use stock images from the internet (check copy right) but consider creating your own image.
  - If you have a company logo, you can include this. Bear in mind your brand image and use colours that fit in with this.
- Research has shown that a one sided flyer has less impact than double sided. Consider what copy (words) and images you want to include on the flipside. This should not be the same as the front.
- Attach a copy of your leaflet to your showcase document
- Visit <https://tinyurl.com/y7mg6yvx> for ideas.

Press/media release (A sample press release to inform local media outlets of your new business venture)	
Headline	
Opening paragraph	
Body	
Closing paragraph	
Targeted media outlets (List a minimum of 6 publications – online or otherwise)	

For a press release to be used by media channels there needs to be a story. A pure sales pitch will not be classed as 'news'.

This should be a short written piece that is sent to members of the press such as local newspapers or magazines to tell their readers about a new service or newsworthy event.

A fitness 'before and after' story along with photos could make a compelling story of interest and could get local people talking about your business.

A press release should include a catchy headline and a few paragraphs containing all the key facts. It should be engaging and easy to read.

Example:

### **'Treading the boards'**

A town's business and online community are joining forces to support a cancer charity.

Bedford Vs Cancer will see a group of amateur runners tackle 140km on treadmills at the new Fitness Gym in Bedford to raise money for the Christie hospital. The length of the run was inspired by Twitter. Users of the media micro-blogging site write 'tweets' of up to 140 characters. Everyone taking part in the event on Thursday May 22 is part of the town's business community or a prolific community 'tweeter'.

The event also marks the launch of the new Personal Trainer services offered at the gym starting from Monday 1<sup>st</sup> May. Alex Duggan, PT from Fitness Gym, Bedford said 'The Christie is a charity I always support a I have a number of family members who have been affected by cancer.

To donate and for further information visit

[www.justgiving.com/bedfordvscancer](http://www.justgiving.com/bedfordvscancer) or contact Alex for Personal

Learner's name: \_\_\_\_\_ Date: \_\_\_\_\_

Assessor's name: \_\_\_\_\_ IQA's name: \_\_\_\_\_

### Business and marketing project

The learner demonstrated that they:

**BM1** Gathered, analysed and interpreted market research to identify a viable health and fitness product

**BM2** Identified competitors and analysed their strengths and weaknesses in comparison to own (using SWOT analysis)

**BM3** Identified the types of client who might be interested in the services and the benefits promoted

**BM4** Developed a marketing plan for the proposed business using the SMART model

**BM5** Created an effective marketing campaign to promote their business and its products/services

**BM6** Developed quality promotional materials using appropriate technology as needed in order to create a brand image

Date	Outcome	Date	Re-Assessment

Assessor feedback as to how the learner met the outcomes above (reference using BM1 to BM6):

### Showcase task 5 (Business Project)

Final result

Pass

Refer

