Gym business plan template

A fill-in plan for opening or growing a gym: the opportunity, offer, costs, cash flow and milestones.

Business / club name | **Address or target area** | **Prepared by / date**

Use it to test the idea before you commit, and to brief your bank, landlord, franchisor or partners. The figures are your own estimates, so have your accountant review the financial sections. This is not financial or legal advice.

1. Summary

Write this last. In five or six sentences: what the gym is, who it is for, why this location, what it will cost to open, and when it is expected to break even.

Summary

2. The opportunity

Site / suburb | **Floor area (m²)** | **Lease term and rent**

Who lives and works within about ten minutes? Note population, age groups, workplaces, new housing and how people get there.

Catchment notes

Nearby competitor	Type and price	Distance	What they do well	Your point of difference

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3. Members and offer

Describe the people you most want as members and why they would choose you over the gyms above.

Target members

Membership type	Price per week ($)	What is included	Share of members (%)

Joining fee and opening offers

Classes and personal training

4. Operations

Staffed hours

Unstaffed (24/7) hours, if any

Staff roles and hours per week

Equipment summary: main items, quantities and supplier (list each item in the equipment register)

Membership, billing and access systems

Key suppliers: equipment service, cleaning, security

Policies and procedures to have ready before opening (emergency plan, risk assessment, cleaning, refunds)

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5. Marketing and pre-sales

Most new gyms sell memberships before they open. Set a pre-sale target and the activities that will reach it.

Pre-sale target (members at opening) _____

Pre-sale offer _____

Pre-sale start date _____

Activity or channel	Timing	Budget ($)	Target (leads / joins)

6. Start-up costs

Use quotes where you have them and mark everything else as an estimate.

Item	Estimate ($)	Quote or source	Funded by
Fit-out, flooring and building works			
Equipment (purchase or finance deposit)			
Lease bond, legal and approval fees			
Franchise fee (if applicable)			
Signage, access control, CCTV and IT			
Pre-sale and launch marketing			
Insurance (first year)			
Working capital buffer and contingency			
Total start-up cost			

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7. First 12 months

A simple monthly forecast. Revenue is members multiplied by average monthly revenue per member, plus other income. Have your accountant check it.

Month	New joins	Cancels	Members at month end	Revenue ($)	Costs ($)	Cash at month end ($)
Pre-opening						
Month 1						
Month 2						
Month 3						
Month 4						
Month 5						
Month 6						
Month 7						
Month 8						
Month 9						
Month 10						
Month 11						
Month 12						

Monthly fixed costs ($)

Average revenue per member per month ($)

Break-even members (fixed costs ÷ revenue per member)

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8. Risks

Risk	Likelihood (L/M/H)	Impact (L/M/H)	What you will do about it
Pre-sales are slower than planned			
Fit-out runs late or over budget			
A new competitor opens nearby			
Key staff leave or are hard to hire			
Members cancel after the first few months			

9. Milestones to opening

Milestone	Owner	Target date	Done
Lease signed and finance approved			
Council and building approvals confirmed			
Fit-out starts and equipment ordered			
Membership, billing and access systems set up			
Pre-sales open			
Staff hired and inducted			
Emergency plan, risk assessment and procedures ready			
Equipment installed and checked			
Opening day			

Reviewed by (accountant or adviser) _____ **Date** _____ **Next review** _____

Explore the related ClubPilot workflow