

# **Koru Fitness, Inc.**

Business Plan 8.20.2012

**Prepared by:**

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# Table of Contents

- Executive Summary ..... 1
  - Who We Are ..... 1
  - What We Sell ..... 1
  - Who We Sell To ..... 2
  - Financial Summary ..... 2
- Company ..... 3
  - Company Overview ..... 3
  - Management Team ..... 4
  - Location Options ..... 5
    - Anoka ..... 5
    - Ramsey ..... 6
- Products and Services ..... 7
- Competitors ..... 8
- Target Market ..... 10
  - Market Overview ..... 10
  - Market Needs ..... 11
- Strategy & Implementation ..... 12
  - Marketing Plan ..... 12
    - Overview ..... 12
    - Positioning ..... 13
    - Pricing ..... 13
    - Promotion ..... 14
    - Distribution ..... 14
- Financial Plan ..... 15
- Assumptions ..... 16
- Appendix ..... 17
  - Program Information ..... 17
  - NEEDSCOPE Model ..... 19
  - Sample Instructor Program Kits ..... 20
  - Studio Vision ..... 21
  - Sample Promotion & Marketing Materials ..... 22

# Executive Summary

## Who We Are

Koru Fitness, Inc. is a start-up workout facility to be open in the fall of 2012. By licensing with Les Mills™ International (LMI), Koru Fitness, Inc. will offer six unique fitness programs, as well as Zumba®, to it's members.

One of the keys to success of Koru Fitness, Inc. will be the state of the art studio space that will have it's members coming back for more. The studio will feature a large stage for instructors offering optimal viewing for every participant, light control, a disco ball with nightclub light effects, as well as the best audio equipment available.

Another key to success will be the recruitment of rock star instructors so members never have to worry about which instructor will be teaching. Every instructor will be able to deliver a life changing fitness experience to everyone, every class.

## What We Sell

Koru Fitness's main focus is providing an "Exertainment," memorable experience for our participants. The six Les Mills™ programs offered at Koru Fitness, Inc. include\*:

- BODYPUMP™ (Weight lifting)
- BODYFLOW™ (Yoga, Tai Chi, Pilates)
- BODYSTEP™ (Cardio with a step)
- BODYATTACK™ (Sports conditioning)
- BODYCOMBAT™ (Martial arts)
- SH'BAM™ (Group dance)
- Zumba® (Latin dance, not Les Mills but will be used to attract members)

\* See appendix for full class descriptions and benefits.

## Who We Sell To

Koru Fitness, Inc.'s target market is primarily women ages 25–45, with or without children. Men will also be marketed to with the BODYPUMP™, BODYCOMBAT™ and BODYATTACK™ classes.

## Financial Summary

Koru Fitness, Inc. sought the guidance of SCORE (a nonprofit business mentoring association) to assist with the financial planning and solid business planning advice. Using a financial planning template provided by SCORE, Koru Fitness, Inc. has prepared financial projections spanning a 3–year period. The mentors at SCORE have reviewed the attached detailed financial plan and are satisfied with numbers and projections. The attached Excel workbook contains the following:

- Required Start-Up Funds
- Salaries and Wages
- Fixed Operating Expenses
- Projected Sales Forecast
- Cash Receipts–Disbursements
- Income Statement (covering 3 years)
- Cash Flow Statement (covering 3 years)
- Balance Sheet (covering 3 years)
- Year End Summary
- Financial Ratios
- Breakeven Analysis
- Amortization Schedule
- Financial Diagnostics

# Company

## Company Overview

Koru Fitness, Inc. is a start-up workout facility to be open in the fall of 2012. The primary focus of Koru Fitness, Inc. is to bring "Exertainment" to the Anoka, Ramsey, Andover and surrounding areas by providing world-class fitness classes that are safe, fun and effective. Partnering with Les Mills™ International (LMI), Koru Fitness, Inc. will offer six pre-choreographed group exercise formats which are marketed to mostly women ages 25-45. Classes offered will include:

- BODYPUMP™ (Weight lifting)
- BODYFLOW™ (Yoga, Tai Chi, Pilates)
- BODYSTEP™ (Cardio with a step)
- BODYATTACK™ (Sports conditioning)
- BODYCOMBAT™ (Martial arts)
- SH'BAM™ (Group dance)
- Zumba® (Latin dance)

Zumba® will be offered initially to pull people in the door. Eventually the format will be phased out and replaced with SH'BAM exclusively.

At present, there are two potential locations that Koru Fitness, Inc. is considering; both on the corner of Bunker Lake Boulevard and St. Francis Boulevard in Anoka and Ramsey. There are certain advantages and disadvantages to each which is discussed in the Location Options section.

Nicole Kutches is founder, operator and 50% owner of Koru Fitness, Inc. with the other 50% ownership belonging to outside investor, Gary Nereson.

## Management Team

Koru Fitness, Inc. will initially be managed by Nicole Kutches on a day-to-day basis. Nicole will devote 100% of her time to this venture. Nicole will handle the main operations, direction and vision for Koru Fitness, Inc. She will work with a professional marketing firm to assist with marketing and promotion. Mort Harris or SCORE will continue to mentor Nicole on the business aspects. She has 18 years of experience teaching group fitness and 12 of those teaching LMI programs. Nicole has instructed at Lifetime Fitness, Gold's Gym and is currently at the YMCA in Andover and Coon Rapids. She is well respected by participants and staff for her knowledge, personality, enthusiasm and professionalism. Nicole will work closely with a professional bookkeeper to keep track of Koru Fitness, Inc.'s finances. Nicole will also hire and train a part-time employee to be acting manager when she is unable to work due to personal or family illness.

# Location Options

## Anoka

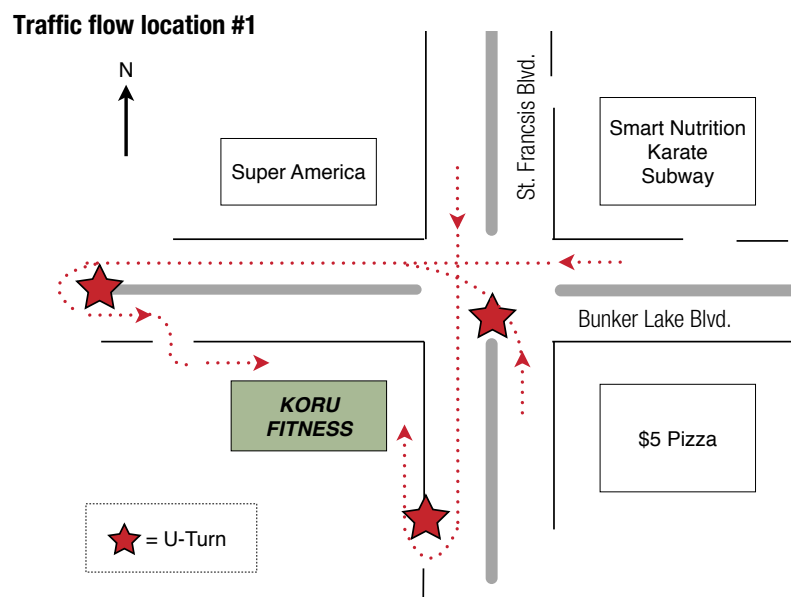
The first location located in Anoka comes with advantages and disadvantages.

### Advantages

- Location is highly visible with traffic counts of 40,000 vehicles per day
- Open floor plan allowing for any studio plan
- Not limited to expandability
- Studio can be as large as needed
- No direct area competition
- Competition is limited to SNAP Fitness which does not offer classes
- Possibility to have a partnership with SNAP Fitness where both companies benefit
- Plenty of parking

### Disadvantages

- Unknown if the building owner will contribute to buildout
- Building Owner isn't disclosing lease rate information
- Utilities not included in lease
- Access to and from this location is not convenient. Drivers must make a U-turn unless traveling east on Bunker Lake Blvd. (See map of traffic flow below.)



## Ramsey

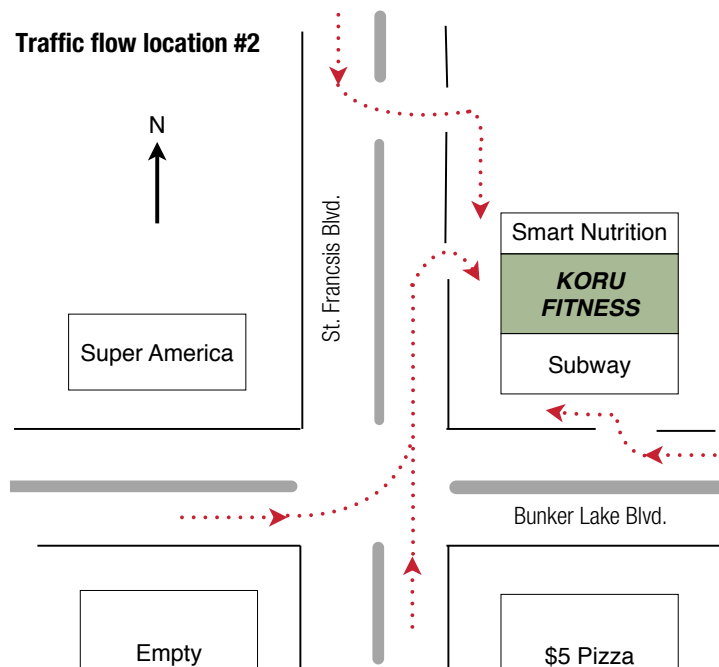
The second location in Ramsey is the preferred space. It comes with more advantages than disadvantages.

### Advantages

- Location is highly visible with traffic counts of 40,000 vehicles per day
- Located inbetween Smart Nutrition and Subway
- No direct area competition
- Possibility to have a partnership with SNAP Fitness where both companies benefit
- Possibility to have a referral partnership with Smart Nutrition and the Massage business
- Of all retail buildings surrounding the intersection of St. Francis Boulevard and Bunker Lake Boulevard, this building has the most convenient access (See map below.)

### Disadvantages

- 30-foot concrete wall dividing the space prohibits a completely open space
- Unknown if the building owner will contribute to buildout
- Lease rate high
- Utilities not included in lease
- Parking will become an issue in the future



# Products and Services

## Products and Services

Koru Fitness, Inc. aims to set itself apart from other facilities by providing it's members access to the world's best fitness classes in a state of the art, energetic studio. What sets the LMI programs apart from other pre-choreographed classes such as Zumba, Turbo Kick, Turbo Jam, Hip Hop Hustle, etc., is the science and expertise applied to every program. Before an LMI program is released to the licensed clubs and instructors, it has gone through a panel of physicians and fitness industry experts to ensure every move, tempo of music, and instructional cue is safe, effective and fun for the mass population. Instructors are required to attend a 2-day intense training as well as submit a video before obtaining their certification. No other program has these high quality standards and rigorous training procedures. LMI programs are world-class with proven results that are second to none. (See Appendix for sample program kit contents.)

Besides offering the world's best fitness classes, Les Mills™ International has a larger global objective in the battle against obesity. Their goal is to be number one in fitness experiences in every market they're in and one of the top 100 global brands. Currently there are about 6 million people who work out in a in Les Mills™ classes every week worldwide. By 2020, Les Mills™ aims to increase that number to 20 million. Koru Fitness, Inc. will contribute to this goal by not only tapping into the current market, but also targeting two new markets with BODYCOMBAT™ and BODYATTACK™. Please view the appendix for the Needsource Model explaining in detail the market needs, and where Les Mills™ programs fulfill those needs.

Please visit the link below to better understand why Koru Fitness, Inc. is choosing to partner with Les Mills™.

(Link to Phillip Mills, CEO of Les Mills™ International, talking about their classes.  
<http://www.lesmills.com/global/clubs-and-facilities/secrets-of-success.aspx>)

## Competitors

When measuring head-to-head, direct competitors, I have found that there are none in the north metro area. Koru Fitness, Inc. will be the only facility to offer 6 of the 10 LMI programs. However, there is still significant competition from chain fitness clubs, specialty clubs, and 24-7 fitness facilities. The nearest big box clubs to Koru Fitness, Inc. are Lifetime Fitness and the Andover YMCA. The nearest 24/7 fitness club is SNAP Fitness which is located in the same area. Koru Fitness, Inc. does not consider SNAP Fitness a direct competitor because although we are in the same industry, we offer different services and market to a different demographic.

### National chains:

Lifetime Fitness, the national leader, had revenues in fiscal year 2010 of \$912.8 million. That is an increase of 9.1% over fiscal year 2009.

YMCA had revenues of \$47 million in fiscal year 2010. That is an increase of 16.2% over fiscal year 2009.

### 24/7 Fitness Clubs:

24/7 fitness clubs (i.e. SNAP Fitness, Anytime Fitness) only offer workout machines and free weights. They do not typically offer instructor led group fitness classes.

### Speciality Clubs:

A variety of speciality fitness clubs are located throughout the Metro area. A comparison of their fee structure is shown below:

	<b>Heat Yoga</b> (Blaine & Maple Grove)	<b>Corepower Yoga</b> (10 metro locations)	<b>Pure Barre</b> (St. Louis Park)	<b>Cycle Quest</b> (Eden Prairie)	<b>Tenacity Fitness &amp; Endurance</b> (Oakdale)	<b>En Fuego Fitness</b> (Jackson, WI)	<b>Koru Fitness</b> (Ramsey)
<b>Type/ Speciality</b>	Speciality Yoga	Speciality Yoga	Isometric Toning	Indoor Cycling	Group Fitness Classes	Group Fitness Classes	<b>Les Mills™ Group Fitness Classes</b> (plus Zumba®)
<b>Number of Formats Offered</b>	5	12	1	6	10	5	<b>7</b>
<b>Child Care</b>	No	No	No	No	No	Yes	<b>No</b>
<b>Membership Monthly Fee (Unlimited)</b>	\$150	\$159	\$225	\$100	\$135	\$65	<b>\$79</b>

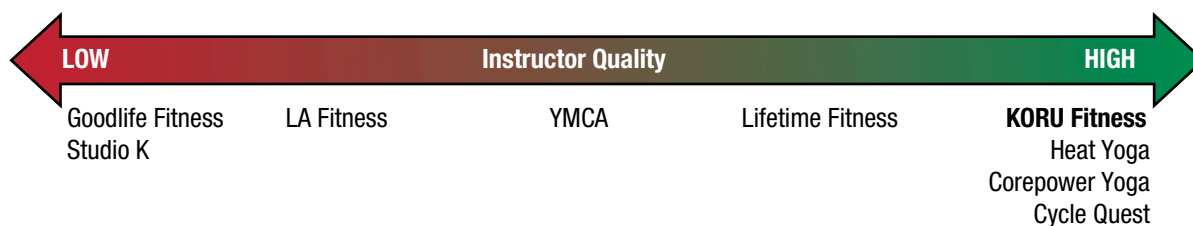
	<b>Heat Yoga</b> (Blaine & Maple Grove)	<b>Corepower Yoga</b> (10 metro locations)	<b>Pure Barre</b> (St. Louis Park)	<b>Cycle Quest</b> (Eden Prairie)	<b>Tenacity Fitness &amp; Endurance</b> (Oakdale)	<b>En Fuego Fitness</b> (Jackson, WI)	<b>Koru Fitness (Ramsey)</b>
<b>Punch Cards</b>	Yes (10 for \$125)	Yes (10 for \$155)	Yes (10 for \$200)	Yes (10 for \$120)	Yes (12 for \$144)	Yes (10 for \$80)	<b>Yes</b> (10 for \$120)
<b>Insurance Reimbursement</b>	No	No	No	No	No	No	<b>Yes</b>
<b>Student, Senior, Military Discount</b>	Yes	Yes	No	Full-time Student Only	No	Yes	<b>Yes</b>

Koru Fitness, Inc. believes it has a significant competitive advantage over neighboring other clubs because of the following benefits:

- World-class Les Mills™ programs not offered at neighboring clubs
- Excellent, highly motivating instructors (See scale of instructor quality below)
- Quality control over the programs
- Convenient location with quick and easy access
- Competitive pricing
- Night club atmosphere making the studio a fun place to work out (See appendix for studio vision images)
- Belonging to something bigger than just a fitness club by being warriors in the global fight against obesity
- 90% of exercisers prefer to work out in instructor led groups\*

**Quality instructor Scale**

\*2009 AC Nielsen and IHRSA Research Study



# Target Market

## Market Overview

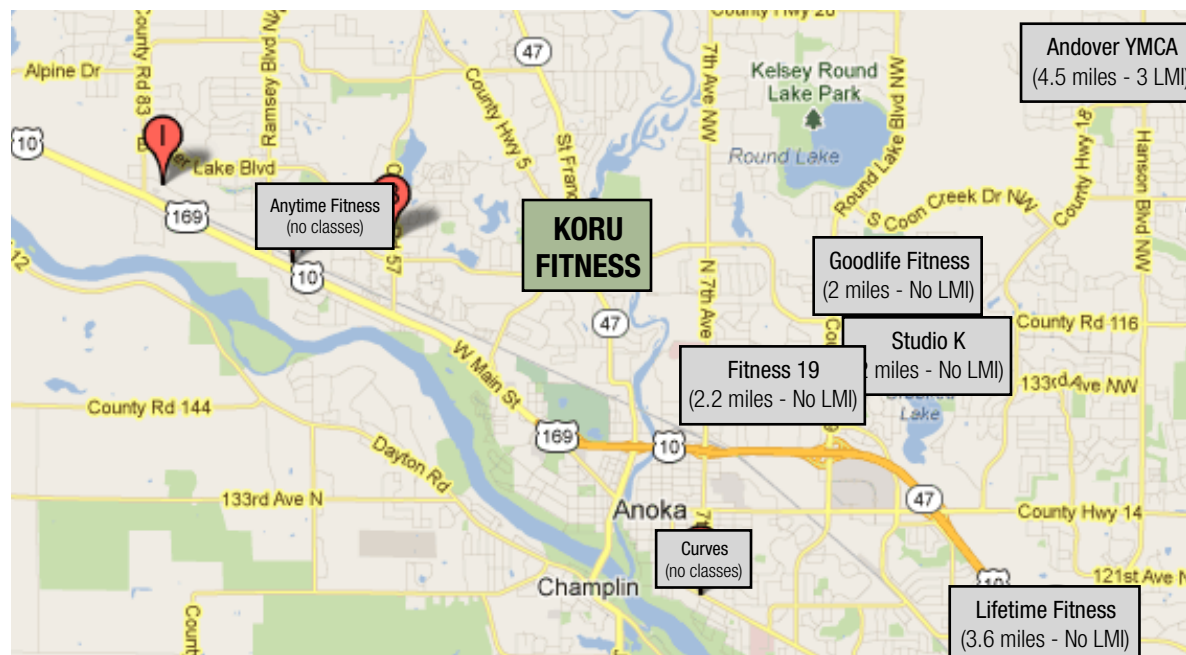
Koru Fitness, Inc. is marketed to the busy individual who wants a fun group exercise work out close to home. They want fitness classes that will keep them motivated, involve social interaction, and maximize their results all within an hour or less. The members will be able to come in, have an "Exertainment" experience, and go home to their families feeling energized and happy. Women ages 25-45 with one or more children will be the primary consumer, which also makes up about 50% of the population in the area. Men will also be targeted because three of the programs (BODYATTACK™, BODYCOMBAT™ and BODYPUMP™) appeal to them.

### Anoka and Ramsey Location Area Demographics

DEMOGRAPHICS	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	5,269	48,103	110,278
Male Population	50.2%	50.0%	49.9%
Female Population	49.8%	50.0%	50.1%
Median Age	30.4	34.1	34.1
<b>2010 Income</b>			
Median HH Income	\$82,121	\$73,556	\$82,716
Per Capita Income	\$30,911	\$31,199	\$32,806
Average HH Income	\$92,885	\$83,673	\$93,278
<b>2010 Households</b>			
Total Households	1,689	17,765	38,577
Average Household Size	3.08	2.66	2.84
<b>2010 Housing</b>			
Owner Occupied Housing Units	88.6%	70.2%	79.1%
Renter Occupied Housing Units	8.4%	26.2%	17.7%
Vacant Housing Units	3.0%	3.7%	3.3%
<b>Population</b>			
1990 Population	2,121	33,886	74,707
2000 Population	4,087	44,427	100,381
2010 Population	5,269	48,103	110,278
2015 Population	5,456	49,025	113,230
1990-2000 Annual Rate	6.78%	2.75%	3%
2000-2010 Annual Rate	2.51%	0.78%	0.92%
2010-2015 Annual Rate	0.7%	0.38%	0.53%

## Market Needs

The Ramsey, MN area is an untapped market for a fitness center that offers group fitness classes. Depending on traffic lights, trains, and time of day, it can take 20 minutes or more to travel to one of these facilities. The busy people of Ramsey and Anoka want and need something closer to home, and on the west side of the Rum River. The map below indicates the proximity of neighboring clubs offering classes in reference to the preferred location for KORU Fitness.



There are several other clubs that offer group fitness classes, personal training, cardio equipment, free weights, etc. They also offer pools, hot tubs, saunas, steam rooms, and elaborate child care, but most members don't need or use most of the equipment and amenities the clubs offer. Because there are so many other areas for the large clubs to focus on, the group fitness department is often overlooked in terms of support, resources, and quality control. A 2009 AC Nielsen Research IHRSA (International Health, Racquet & Sportsclub Association) says 90% of all exercisers report that they prefer to exercise in a group, and 60% choose their club based on what group fitness classes are offered. However, it's not only the classes that are offered that attract and retain members, but having rock-star instructors who know how to pack a room. Since Koru Fitness, Inc. offers its members the world's BEST fitness classes by licensing Les Mills™ programs, and hires only excellent, highly motivating instructors, we are filling the needs and desires of the majority population in Andover, Anoka, Ramsey and surrounding communities. Koru Fitness, Inc. gives its members everything they're looking for in a group fitness club, at competitive pricing, convenient to where they live, and always delivers consistent life-changing fitness experiences.

# Strategy and Implementation

## Marketing Plan

### Overview

The marketing strategy of Koru Fitness, Inc. is to establish anticipation of the club's opening in the community so that it can hit the ground running with memberships immediately upon opening. To that end, the following tactics will be used:

- Direct mail of postcards to a list of 1,000–3,000 households in the 1–3 mile radius.
- Advertisements in local newspapers and magazines.
- Flyers in the area around the site of the gym (i.e. Rum River Library, Subway, etc.)
- Launch of the website in anticipation of opening.
- Utilizing social media outlets such as Facebook, Twitter and You Tube to create buzz.
- Handing out coupons and walking in the Ramsey Happy Day's parade on September 8th.
- Targeting Mom's Clubs around the area

After opening, the following tactics will be used going forward:

- Direct mail to additional households out to a 5 mile radius.
- Facebook and Twitter updates as well as You Tube videos of classes.
- Advertising quarterly launches (new choreography and music) on an outdoor sign with specific themes each quarter. (See appendix for sample themes.)
- Highly visible signage of promotions located on St. Francis Boulevard.

## Positioning

For the busy person who needs a fun and affordable place to work out with their neighbors and friends. Koru Fitness, Inc. offers world-class Les Mills™ fitness classes which will give them the weight-training and cardio benefits in a non-intimidating group setting. Participants won't know whether it's a workout or a party!

Unlike our competitors, Koru Fitness, Inc. offers exactly what the busy individual needs, without paying for extra amenities they don't use. It is close to home saving members travel time and money. Koru Fitness boasts a state of the art fitness studio, excellent instructors, and Les Mills classes which are not offered anywhere else in the north metro. With quick and easy access, participants receive an “Exertainment” experience with every workout.

## Pricing

Our pricing strategy will be similar to that of speciality clubs, and slightly more than area competitors (YMCA and Lifetime Fitness) because the classes we offer are exclusive to Koru Fitness, Inc. After an initiation fee of \$99, Koru Fitness, Inc. will offer unlimited monthly memberships at \$79/person, \$129/dual, \$120 for a 10 class punch card, and single class drop-in rate of \$20/class. Koru Fitness, Inc. will offer a 20% discount during the first month to attract members.

For the first 3 months, Koru Fitness, Inc. will be paying its talented instructors a higher hourly rate than our competitors, as well as assist financially with the training they need. Koru Fitness, Inc. will also pay each instructor for three hours of practice time per program they are teaching, quarterly throughout the year. After we are established and the instructors have had a chance to build and promote their classes, the pay structure will change to a merit-based system. This will allow us to hire the best instructors, monitor quality control, and have a built-in motivational factor that will keep them inspired to work hard, insure the integrity of each program, all the while keeping them and Koru's members inspired and happy.

## Promotion

We plan on having several promotions throughout the year. The biggest promotions will happen at opening and two other times throughout the year. There will also be quarterly special events at the time of new program launches. Some examples include:

- Try before you buy punch card for first-time customers. 7 classes for \$20 to be used w/in 30 days. No credit card or commitment.
- Initiation Fee waived for the first 50–100 members.
- The first 100 members to sign up with automatic monthly renewal will secure the 20% discounted rate until they cancel.
- Friend referral program.
- Discounted rate for students and possibly teachers offered during the summer.
- Discounts for Military, police and firefighters.
- Health Plan reimbursement program.
- Large quarterly events at the time of each program launch.
- Monthly specials for discounted packages.
- Member appreciation specials for existing members only.

## Distribution

Memberships can be purchased directly at the facility or online through the use of [mindbodyonline.com](http://mindbodyonline.com), a scheduling and management software designed for fitness facilities. Promotional products like clothing, headbands, yoga mats, nutrition bars, etc. will be available for purchase on location only.

## Financial Plan

Koru Fitness, Inc. sought the guidance of SCORE (a nonprofit business mentoring association) to assist with the financial planning and solid business planning advice. Using a financial planning template provided by SCORE, Koru Fitness, Inc. has prepared financial projections spanning a 3-year period. The mentors at SCORE have reviewed the attached detailed financial plan and are satisfied with numbers and projections. The attached Excel workbook contains the following:

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# Assumptions

Based off current research studies on fitness trends and demographic information gathered from the 2010 census, Koru Fitness, Inc. is basing the membership and financial projections from the following assumptions:

- 50% of people regularly exercise.
- The demographics of the area are 50% women with a median age of 30 years old, which is Koru Fitness, Inc.’s target market.
- People will drive 5 miles to a fitness facility.
- 5% of the female population within a 5 mile radius is 2,757 which is the potential member base.
- The chart below shows Koru Fitness’ very conservative growth in members compared to the female population base (median age-34).

	1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month	8th Month	14th Month	18th Month
<b># of Members</b>	50	75	100	120	140	160	200	230	290
<b>% of female population in 1 mile radius</b>	1.9%	2.8%	3.8%	4.6%	5.4%	6.2%	7.6%	8.9%	11%
<b>% of female population in 3 mile radius</b>	0.2%	0.3%	0.4%	0.5%	0.58%	0.6%	0.8%	0.9%	1.2%
<b>% of female population in 5 mile radius</b>	0.09%	0.13%	0.18%	0.21%	0.21%	0.3%	0.36%	0.4%	0.5%

- Koru Fitness, Inc. will offer 112 classes per month. Of those classes, it is assumed that half of them will have at least one person who will pay the drop-in rate.

# Appendix

## Program Information

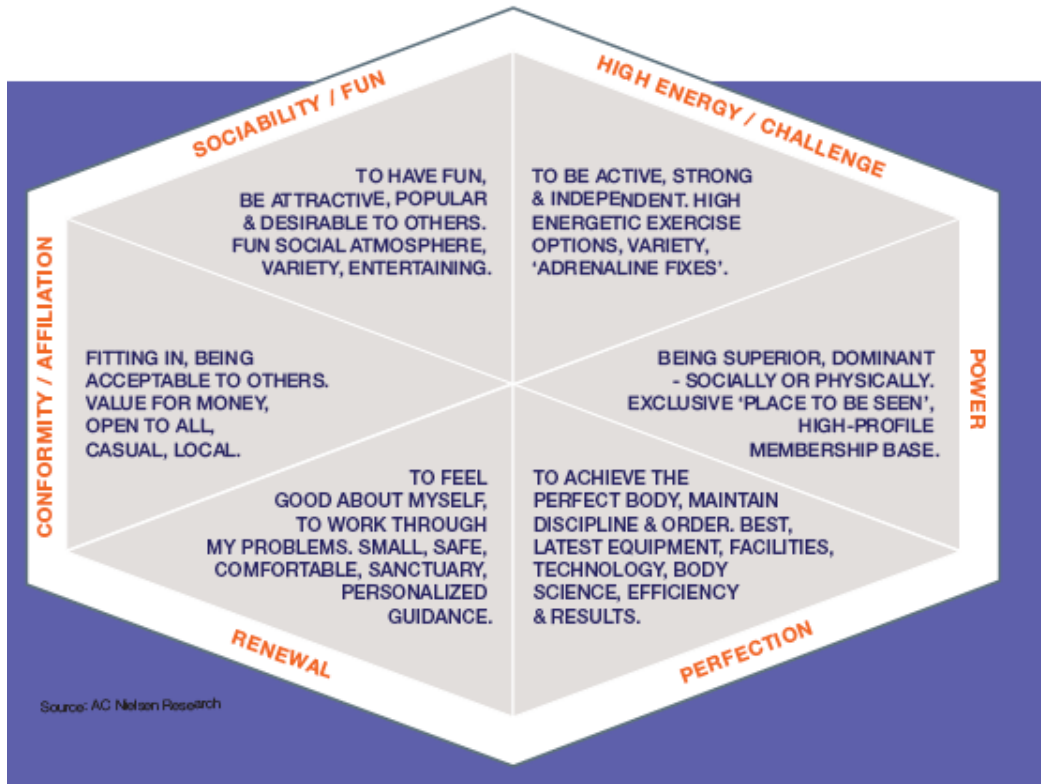
Program	Description	Benefits
BODYATTACK™	BODYATTACK™ is the sports-inspired cardio workout for building strength and stamina. This high-energy interval training class combines athletic aerobic movements with strength and stabilization exercises. Dynamic instructors and powerful music motivate everyone towards their fitness goals - from the weekend athlete to the hard-core competitor! Like all the LES MILLS™ programs, a new BODYATTACK™ class is released every three months with new music and choreography.	<ul style="list-style-type: none"> <li>• Burn loads of calories</li> <li>• Tone and shape your body</li> <li>• Raise your overall fitness and stamina for high energy sports</li> <li>• Improve your coordination and agility</li> <li>• Develop strength through core conditioning work</li> <li>• Enhance your bone health and density</li> <li>• Increase your heart and lung capacity through a full-body cardio workout</li> </ul>
BODYCOMBAT™	BODYCOMBAT™ is the empowering cardio workout where you are totally unleashed. This fiercely energetic program is inspired by martial arts and draws from a wide array of disciplines such as karate, boxing, taekwondo, tai chi and muay thai. Supported by driving music and powerful role model instructors, you strike, punch, kick and kata your way through calories to superior cardio fitness. Like all the LES MILLS™ programs, a new BODYCOMBAT™ class is produced every three months with new music and choreography.	<ul style="list-style-type: none"> <li>• Improves heart and lung function and reduces the risk of heart disease</li> <li>• Tones and shapes key muscle groups</li> <li>• Burns calories for a leaner body</li> <li>• Improves co-ordination and agility</li> <li>• Improves bone density</li> <li>• Improves posture and core strength and stability</li> <li>• Builds self-confidence</li> </ul>
BODYFLOW™	BODYFLOW™ is the Yoga, Tai Chi, Pilates workout that builds flexibility and strength and leaves you feeling centered and calm. Controlled breathing, concentration and a carefully structured series of stretches, moves and poses to music create a holistic workout that brings the body into a state of harmony and balance. Like all the LES MILLS™ programs, a new BODYFLOW™ class is released every three months with new music and choreography.	<ul style="list-style-type: none"> <li>• Improve your joint flexibility and range of movement</li> <li>• Increase your core strength</li> <li>• Improve your cardio-vascular function</li> <li>• Burn calories</li> <li>• Reduce your stress levels</li> <li>• Provide a lasting sense of well-being and calm</li> <li>• Focus your mind and raise your level of consciousness</li> </ul>
BODYSTEP™	BODYSTEP™ is the energizing step workout that makes you feel liberated and alive. Using a height-adjustable step and simple movements on, over and around the step you get huge motivation from sing-a-long music and approachable instructors. Cardio blocks push fat burning systems into high gear followed by muscle conditioning tracks that shape and tone your body. Like all the LES MILLS™ programs, a new BODYSTEP™ class is released every three months with new music and choreography.	<ul style="list-style-type: none"> <li>• Burn lots of calories for a leaner body</li> <li>• Improve your strength through core conditioning work</li> <li>• Raise your overall fitness levels</li> <li>• Improve your coordination</li> <li>• Improve your bone health and density</li> <li>• Increase your heart and lung capacity through a full-body cardio workout</li> </ul>

## Program Information (continued)

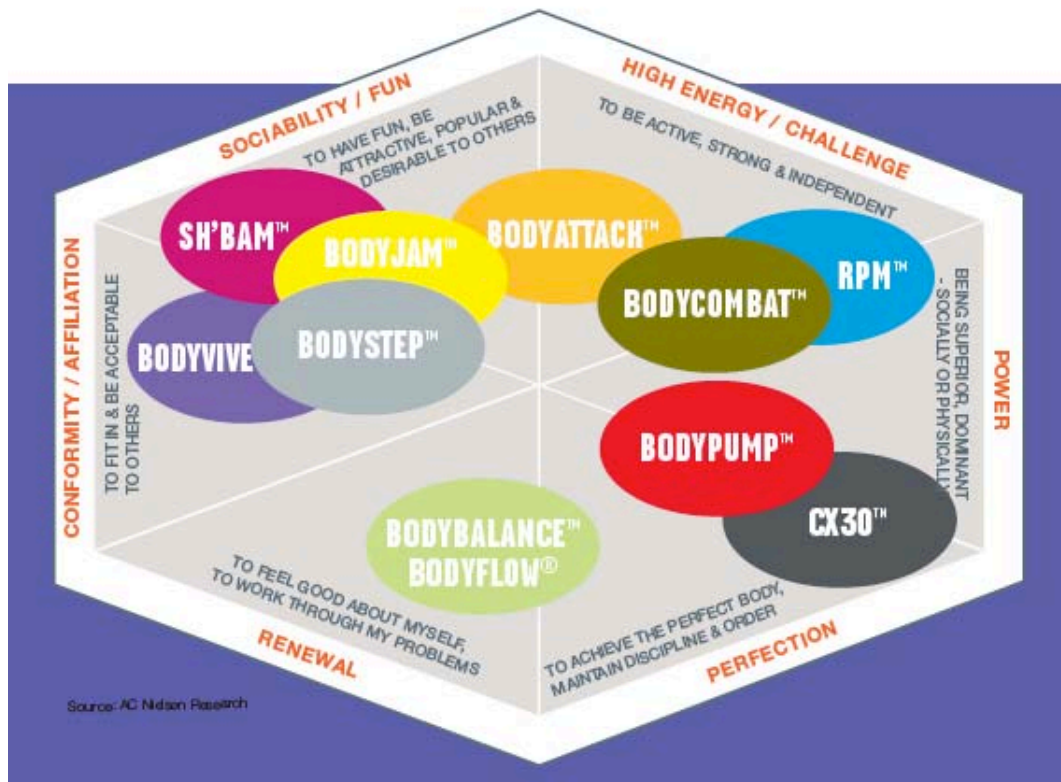
Program	Description	Benefits
<p>BODYPUMP™</p>	<p>BODYPUMP™, the original LES MILLS™ barbell class, will sculpt, tone and strengthen your entire body, fast!</p> <p>Great bodies aren't born, they are transformed, using the proven BODYPUMP™ formula: THE REP EFFECT™ a breakthrough in resistance workout training. Focusing on low weight loads and high repetition movements, you'll burn fat, gain strength and quickly produce lean body muscle conditioning.</p> <p>BODYPUMP™ is one of the world's fastest ways to get in shape as it challenges all of your major muscle groups while you squat, press, lift and curl.</p> <p>The cutting-edge BODYPUMP™ choreography, and chart-topping music is refreshed every three months, so with your choice of weight and highly-trained instructors you can get <a href="#">the group effect</a> and the results you've been looking for!</p> <p>BODYPUMP™ is enjoyed by millions of people around the world!</p>	<ul style="list-style-type: none"> <li>• Improve your strength</li> <li>• Perform 70-100 repetitions per body part totaling up to 800 repetitions in a single workout</li> <li>• Improve your general fitness</li> <li>• Shape and tone your muscles</li> <li>• Protect your bones and joints from injury</li> <li>• Get into shape fast</li> <li>• Feel confident</li> </ul>
<p>SH'BAM™</p>	<p>Featuring simple but seriously hot dance moves, SH'BAM™ is the perfect way to shape up and let out your inner star - even if you're dance challenged.</p> <p>Set to a soundtrack of chart-topping popular hits, dance music that is heard in the hottest nightclubs around the world, familiar classics remixed and modernized Latin beats, SH'BAM™ is the ultimate fun and sociable way to exercise. Each 45-minute SH'BAM™ class is vibrant, unique and varied - and like all the LES MILLS™ programs, a new SH'BAM™ release is produced every three months with new music and choreography.</p>	<ul style="list-style-type: none"> <li>• Benefit from interval training peaks</li> <li>• Get in the fat burn zone without the "hard work" workout</li> <li>• Learn hot new dance moves</li> <li>• Improve coordination</li> <li>• Increase cardiovascular fitness</li> <li>• Have loads of fun, get an emotional high and forget you're even exercising</li> </ul>

# NEEDSCOPE Model

The Needscope Model based off AC Nielsen Research says that people choose products and services to satisfy different emotional needs. Below are the six main categories.



The programs being offered at Koru Fitness, Inc. targets each of the six categories.



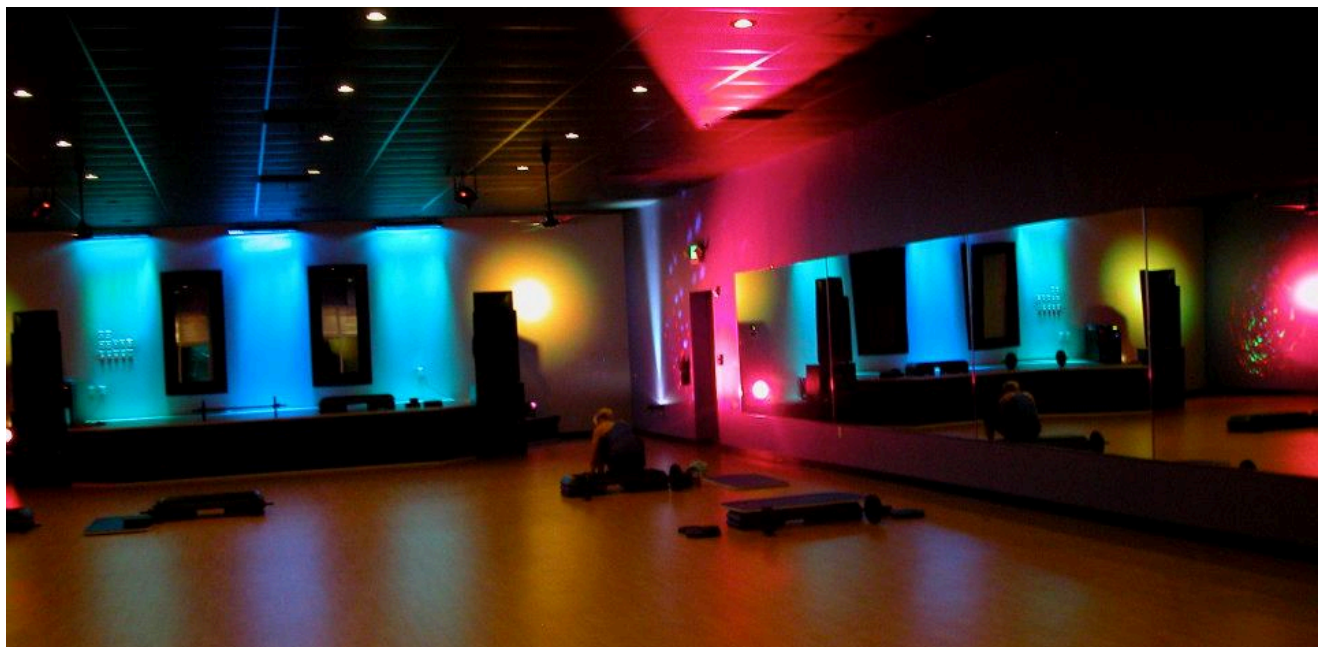
## Sample Instructor Program Kits



Relevant continuing education and training included in every kit



## Studio Vision



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## Sample Promotion and Marketing Materials

