

# 26 FITNESS CLASS AND STUDIO



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## 1. INTRODUCTION

The Fitness Class and Studio project is an entrepreneurial venture tailored for the picturesque region of Uttarakhand, India. Nestled in the lap of the Himalayas, Uttarakhand offers a unique and serene backdrop for a fitness and wellness endeavor. This project aims to establish a micro and small investment fitness studio that caters to the health-conscious individuals of Uttarakhand, promoting physical well-being and a healthy lifestyle.

## 2. SERVICE & ITS APPLICATION

In Uttarakhand, our project introduces a cutting-edge fitness studio, designed to meet the modern-day health and wellness needs of both residents and tourists. At the heart of our offerings is an array of comprehensive fitness solutions, equipped with the latest exercise machinery and amenities to cater to a wide spectrum of fitness goals. Our gym workouts are tailored to include both cardio and strength training equipment, ensuring clients can work towards their fitness aspirations efficiently. Recognizing the importance of mental health and inner peace, particularly in Uttarakhand's tranquil setting, we also provide yoga and meditation classes aimed at enhancing physical fitness while promoting mental relaxation. For those looking for a more dynamic workout experience, our aerobics and dance workshops offer an energetic and communal environment to boost cardiovascular health. Understanding that nutrition plays a crucial role in fitness, we offer nutritional guidance, providing our clients with dietary consultations to help them make healthier lifestyle choices. Personalized fitness journeys are facilitated through one-on-one personal training sessions, customized to fit the unique fitness levels and objectives of each individual. Additionally, our spa and wellness facilities present a suite of treatments and services designed to support relaxation and recovery. This comprehensive approach not only emphasizes physical fitness but also mental well-being, positioning our fitness studio as a holistic health and wellness destination in Uttarakhand.

## 3. DESIRED QUALIFICATION FOR PROMOTER

For the successful operation of a Fitness Class and Studio in Uttarakhand, the promoter must embody a unique blend of qualifications and personal attributes that cater to the heart of health and wellness. At the core is a genuine passion for fitness and well-being, which serves as the driving force behind the studio's success and its enduring appeal. An in-depth understanding of the latest fitness trends, training methodologies, and wellness practices is essential, ensuring the studio remains at the forefront of the industry. Coupled with strong business acumen, these insights enable efficient and sustainable studio management.

Holding relevant certifications in areas such as fitness training or yoga instruction not only adds credibility but also showcases a commitment to expertise and professional development. A nuanced understanding of Uttarakhand's local market and demographics is crucial for tailoring services that resonate with the community's needs and preferences. Above all, a steadfast commitment to the project and the health of its clientele lays the foundation for a thriving fitness studio, fostering a loyal and engaged customer base. This holistic approach to leadership and management is pivotal in creating a wellness destination that stands out in Uttarakhand's vibrant health and fitness landscape.

#### 4. BUSINESS OUTLOOK AND TRENDS

The fitness and wellness industry in Uttarakhand is on an upward trajectory, fueled by a combination of lifestyle shifts, heightened health consciousness, and the region's inherent natural allure. At the forefront of this evolution is wellness tourism, with Uttarakhand's tranquil landscapes drawing those in search of yoga retreats, meditation sanctuaries, and invigorating fitness experiences. The digital realm is revolutionizing fitness, introducing apps and virtual classes that cater to the modern consumer's demand for accessibility and convenience. This digital integration suggests a growing need for fitness studios to adapt and embrace these technological trends.

Moreover, a holistic health approach is gaining momentum, emphasizing the interconnectedness of physical fitness, mental well-being, nutrition, and alternative healing methods. This broader perspective on health presents an opportunity for studios to offer comprehensive wellness programs. The importance of community and collective fitness experiences is also evident, with group classes enhancing motivation and fostering a sense of belonging among participants. Catering to specific needs through specialized services, such as sports training, prenatal fitness, and programs for seniors, can further diversify clientele and meet the unique demands of various demographics.

The Fitness Class and Studio project in Uttarakhand is poised to thrive amidst these industry dynamics, leveraging the scenic beauty of the region to offer a holistic and enriching wellness journey. Emerging trends for 2024, including hybrid fitness models, time-efficient workouts, wearable technology, connected fitness platforms, and biohacking, underscore the industry's rapid innovation and growth potential. With the Indian fitness market showing robust expansion, evidenced by significant revenue generation and increasing consumer engagement, the project is strategically positioned to tap into this vibrant ecosystem. Offering a blend of traditional and contemporary fitness solutions, it aims to cater to the evolving wellness landscape, setting a new benchmark for health and fitness in Uttarakhand.

The Indian fitness industry has shown remarkable growth and resilience, with statistics painting a picture of a vibrant sector poised for further expansion. In 2020, the fitness market in India was anticipated to generate an impressive \$2,190 million in revenue, supported by 167 million active consumers. This momentum continued into 2022, with projected total revenue in the health and fitness market reaching US\$19.24 million. Reflecting a dynamic growth trajectory between 2016 and 2020, India's fitness services experienced a Compound Annual Growth Rate (CAGR) of 11%, while the fitness products market grew at a CAGR of 8.9%. Looking ahead to 2024, the industry is expected to see user penetration of 8.91%, with projections suggesting an increase to 11.22% by 2028. Additionally, the average revenue per user (ARPU) is forecasted to be US\$63.95, underscoring the sector's profitability and the increasing value placed on fitness and wellness services. The fitness industry encompasses a wide array of enterprises, from sports and health clubs to fitness centers and specialized sport complexes, each contributing to the comprehensive health and wellness landscape in India.

## 5. KEY BUSINESS ELEMENTS

For the successful launch and sustained growth of a Fitness Class and Studio in Uttarakhand, India, a holistic approach encompassing strategic planning, operational excellence, and dynamic market engagement is essential. The foundation of this venture rests on selecting a strategic location that maximizes accessibility for the target audience, whether near residential communities, business districts, or tourist centers, to optimize visibility and convenience. The studio's offerings must be diverse and comprehensive, blending traditional gym workouts with specialized classes like yoga, meditation, aerobics, and dance, alongside personalized training and wellness services such as nutritional counseling and spa treatments, catering to a broad spectrum of health and fitness needs.

Central to the project's success is the assembly of a highly qualified team of fitness professionals whose certifications, experience, and passion for health will not only attract clientele but also guarantee the delivery of superior, safe, and impactful fitness programs. Investment in top-tier, contemporary equipment and maintaining an immaculate facility underscore the commitment to quality and client satisfaction. In today's digital age, the integration of technology through a user-friendly website, a mobile application for seamless bookings and progress tracking, coupled with a robust social media presence, is indispensable for marketing and community building.

A client-first philosophy, characterized by customized service offerings, engaging fitness challenges, and rewarding loyalty programs, fosters a vibrant, loyal community. Incorporating sustainable practices reflects a commitment to environmental stewardship, aligning with the values of eco-conscious consumers. Grounded in thorough market research and competitive analysis, the studio can navigate the local fitness landscape adeptly, tailoring strategies to meet evolving consumer demands and distinguishing itself from competitors.

Ensuring compliance with local regulations, securing the necessary permits, and obtaining comprehensive insurance coverage are non-negotiable for lawful operation and risk mitigation. An impactful marketing and branding strategy, emphasizing a strong brand identity and employing targeted promotional activities, is crucial for attracting and retaining clients. By adhering to these key business elements, the Fitness Class and Studio in Uttarakhand is poised not only to thrive but also to significantly contribute to the community's health and well-being, leveraging Uttarakhand's unique position in the fitness and wellness sector.

## 6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The burgeoning interest in health and wellness, coupled with Uttarakhand's appeal as a tourist destination, presents a fertile ground for establishing a Fitness Class and Studio. Urbanization in cities like Dehradun and Haridwar has sparked an increased consciousness towards maintaining a healthy lifestyle, creating a ripe market for fitness services. The region's serene environment also makes it an ideal setting for stress-relieving activities such as yoga, tapping into the global trend towards mindfulness and wellness.

Nonetheless, the path to success in Uttarakhand's fitness industry is not without its hurdles. The competitive landscape demands that new entrants craft a distinctive proposition to stand out. Seasonal fluctuations in tourist activity require creative strategies to ensure steady local patronage throughout the year. Pricing strategies need to strike a delicate balance, offering value to both the local population and visiting tourists, making fitness services accessible yet sustainable.

A strong digital footprint, through a well-designed website and active social media channels, is indispensable for reaching a wider audience. Partnerships with local businesses and tourism operators can also serve as vital conduits for attracting tourists looking to maintain their fitness regime while on vacation.

In Uttarakhand's evolving fitness scene, several brands and competitors are already making their mark, including established names like Rhino Gym & Fitness Club, DAKSH GYM AND FITNESS CENTRE in Haldwani, and Pratibimb Gym. Competing facilities such as Singh Fitness Gym, Valley Fitness Gym, and specialized services like Online Fitness Workout Trainers / Coaches, along with Yoga Teacher Training Courses offered by entities like Fitness By DNA, indicate a vibrant market. In Dehradun, facilities like Flex Fitness Gym, GYMERS Fitness Studio, Fat 2 Fit Gym, Body Temple Gym, Varada Crossfit Gym, and Impulse Fitness Studio underscore the diverse offerings available to fitness enthusiasts in the region. This competitive environment underscores the need for a new Fitness Class and Studio to differentiate itself through unique offerings, quality service, and effective marketing strategies to tap into Uttarakhand's promising market potential.

## 7. SUPPLIERS FOR RAW MATERIAL

For a Fitness Class and Studio, the essential raw materials extend beyond traditional supplies to include a range of equipment and amenities vital for day-to-day operations. At the heart of the studio are the exercise equipment and machines, such as treadmills, ellipticals, stationary bikes for cardiovascular workouts, along with strength training necessities like dumbbells, barbells, and weight machines. Additionally, yoga and meditation classes require specific props including mats, blocks, straps, bolsters, and meditation cushions to support a variety of practices. If the studio ventures into spa and wellness services, it would need to stock up on massage tables, a selection of oils and lotions, towels, and other spa essentials to ensure a comprehensive offering.

Maintaining a clean and inviting environment is paramount, necessitating a steady supply of cleaning equipment and products. The ambiance of classes, especially those involving music or guided sessions, is enhanced with quality sound and audio systems. The studio's reception and common areas should be welcoming and comfortable, requiring thoughtful selection of furniture and decor. In today's digital age, managing bookings and customer interactions efficiently calls for the integration of computers and specialized software, including scheduling and point-of-sale systems. Lastly, ensuring the safety and well-being of clients and staff is critical, making first aid kits, fire extinguishers, and clear safety signage indispensable components of the studio's infrastructure.

It's essential to source high-quality equipment and supplies to ensure the safety and satisfaction of clients. Additionally, consider eco-friendly options to align with wellness and sustainability trends. Some raw materials suppliers are:

- **Shubh Sports:** 65/23 Rajpur Road, BHEL Chowk, Dehradun - 248001 (Near Bhel Chowk)
- **Parth Traders:** 38 A Brahmlok Enclave, Chandrabani Road, Sewla Kalan, Dehradun – 248171
- **Shiva Sports and General Associat:** Shop No 20, Abhishek Tower, Shubash Road., Dehradun City, Dehradun - 248001 (Near Pacific Hotel ,Shop No 2, Raipur Tunu Wala Road Nearby Devbhumi Enclav, Divya Vihare)
- **Himalaya Health & Fitness-Fit:** Kedarpur, Mothrowala Road, Mothrowala, Dehradun - 248001 (Near Shidheshwar Mandir)

- **True Athlen Sports & Fitness:** Bengali Kothi Chowk, Banjarawala Road, Bengali Kothi, Dehradun - 248001 (Bangali Kothi)

## 8. BUSINESS MODEL

The business model for the Fitness Class and Studio in Uttarakhand, India, revolves around offering a diverse range of health and wellness services tailored to meet the needs of both local residents and tourists. This model is designed to generate revenue through several streams while promoting fitness, mental well-being, and holistic health. Key components of the business model include:

**Membership Fees:** The primary revenue stream will be monthly and annual membership fees. Members can choose from different tiers, offering access to gym facilities, classes, and other amenities. Premium memberships may include additional benefits such as personal training sessions, nutritional counseling, and access to exclusive workshops.

**Drop-in Rates and Class Packages:** For non-members and tourists, the studio will offer the flexibility of drop-in rates for individual classes and the option to purchase class packages. This approach caters to visitors and those wishing to try out the studio before committing to a membership.

**Personal Training and Specialized Programs:** Personalized fitness programs, including personal training, yoga instruction, and specialized fitness regimes (such as prenatal and postnatal fitness), will be available at an additional cost. These services offer higher value and personalized attention, attracting clients willing to pay a premium for bespoke fitness solutions.

**Wellness and Spa Services:** Expanding beyond traditional fitness offerings, the studio will include spa and wellness services such as massages, sauna access, and wellness treatments. This diversification adds an additional revenue stream while enhancing the overall value proposition for members and visitors.

**Retail and Merchandise:** The studio will also feature a retail section offering fitness apparel, nutritional supplements, yoga mats, and other fitness-related products. This not only provides convenience for members but also adds an extra revenue channel.

**Workshops and Events:** Organizing workshops, health and wellness seminars, and special events will serve as both a marketing tool to attract new members and an additional revenue source. Topics could range from nutrition and mental health to advanced fitness techniques, tapping into the growing interest in holistic health.

**Online Classes and Digital Content:** Recognizing the trend towards digital fitness, the studio will offer online classes and subscription-based access to digital content, including workout plans, nutritional advice, and wellness tips. This online platform will cater to a wider audience beyond Uttarakhand, opening up national and international markets.

This business model emphasizes flexibility, personalization, and a holistic approach to health and wellness, aligning with the lifestyle and preferences of the target demographic in Uttarakhand. By diversifying revenue streams and staying attuned to market trends, the Fitness

Class and Studio project aims to establish a sustainable and profitable business in the burgeoning fitness industry of Uttarakhand.

## 9. BUSINESS PROCESS

The manufacturing process for establishing a Fitness Class and Studio in Uttarakhand involves several key steps. Firstly, selecting an appropriate location that aligns with zoning regulations and offers accessibility and visibility is crucial. Renovating and preparing the studio space, including flooring, lighting, and ventilation, is followed by installing exercise equipment, yoga props, and spa supplies. Hiring qualified staff, developing a comprehensive marketing strategy, and creating a diverse class schedule are essential. Implementing safety protocols, maintaining hygiene standards, and fostering customer engagement through personalized services and events are integral parts of the process. Overall, the focus is on creating a functional and welcoming space, sourcing quality equipment, and attracting clients through effective marketing and service excellence.

Here are some ISO and BIS standards for fitness classes and studios:

- **ISO 20957-5:2016:** Applies to stationary exercise bicycles and upper body crank training equipment.
- **ISO 20957-1:2005:** Includes general safety requirements and test methods for stationary training equipment.
- **ISO 20957-2:2020:** Applies to strength training equipment with stacked weight resistance or other means of resistance.

## 10. MANPOWER REQUIREMENT

Sr. No	Particulars	No. of Person	Months	Monthly Wages Amount/Person (Rs in Lakhs)	Monthly Wages - Total (Rs in Lakhs)	Annual Expenses (Rs in Lakhs)
1	Skilled	3	12	0.22	0.66	7.92
2	Semi-skilled	3	12	0.15	0.45	5.40
3	Unskilled	2	12	0.10	0.20	2.40
	<b>Total</b>					<b>15.72</b>

## 10. MANPOWER REQUIREMENT

Sr. No	Activity	Time Required (in months)
1	Acquisition of premises	1.5
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2
4	Arrangement of Finance	2
5	Recruitment of required manpower	1
	<b>Total time required (some activities shall run concurrently)</b>	<b>6</b>

## 12. MANPOWER REQUIREMENT

Sr. No.	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	0.85
2	Land and Building	12.00
3	Machinery	15.60
4	Equipment and Furniture	3.35
5	Working Capital	0.65
	<b>Total Project Cost</b>	<b>32.45</b>

Assumed capacity here is to have 300 membership worth Rs 12000 a year.

## 13. MEANS OF FINANCE

Bank-term loans are assumed @ 75% of fixed assets.

Sr. No.	Particulars	Percentage Share	Amount (Rs in Lakhs)
1	Promoter's Contribution	25%	8.11
2	Bank Finance	75%	24.34
	<b>Total</b>		<b>32.45</b>

## 14. FURNITURE AND FIXTURES

### A. Fixtures

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1	Treadmills	5	0.55	2.75
2	Elliptical Machines	5	0.35	1.75
3	Stationary Bikes	5	0.30	1.50
4	Dumbbell Sets	10	0.12	1.20
5	Weight Machines	5	0.50	2.50
6	Yoga Mats and Props	20	0.05	1.00
7	Massage Tables	2	0.15	0.30
8	Sound System	1	0.20	0.20
9	Cleaning Equipment	N/A	0.10	0.10
10	Computer Systems	2	0.25	0.50
11	Software and POS System	N/A	0.15	0.15



12	Safety Equipment	N/A	0.05	0.05
	<b>Total Amount</b>			<b>12.00</b>
	Tax, Transportation, Insurance, etc.			2.40
	Electrification Expenses (Wiring)			1.20
	<b>Grand Total</b>			<b>15.60</b>

## B. Furniture & Setip

Sr. No	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1	Reception Desk and Office furniture	Set	0.95	0.95
2	Seating Furniture	10	0.07	0.70
3	Storage Cabinets	10	0.12	1.20
4	Computer, software and printer	N/A	0.50	0.50
	<b>Total Amount in Rs</b>			<b>3.35</b>

## 15. SALES REALIZATION CALCULATION

Sr. No	Product	Quantity (No. Subscription)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Fitness Claees and Subscription	1200	100%	60.00
	<b>Total</b>		100%	60.00

## 16. PROFITABILITY CALCULATIONS

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	60.00
	Other Income (Assuming constant)	
	Total Sales Realization	60.00
B.	Cost of Production	
	i) Raw Materials	4.20
	ii) Utilities (Assuming constant)	7.00
	iii) Manpower (Salaries/wages)	15.72

	iv) Administrative Expenses (Assuming constant)	1.20
	v) Selling & Distribution Expenses (Assuming constant)	1.70
	viii) Interest (Assuming constant)	3.25
	Total Cost of Production	33.07
	Gross Profit/Loss (A – B)	26.94
	Less: Depreciation	2.6
C.	PBIT (Profit Before Interest and Tax)	24.34
D.	Income-tax (Assuming 28% tax rate)	6.82
E.	Net Profit/Loss (C - D)	17.53
F.	Repayment	3.25
	Retained Surplus (E - F)	14.28

## 17. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	2.6
Interest	3.25
Manpower	4.72
<b>Total Fixed cost</b>	<b>10.57</b>
<b>Variable cost</b>	
Raw materials	4.2
Utilities	7
ManPower	11.00
Administrative expenses	1.2
Selling & distribution expenses	1.7
<b>Total Variable cost</b>	<b>25.10</b>
<b>Contribution margin</b>	<b>41%</b>
Break-Even Point in Value	52.85

## 19. STATUTORY/GOVERNMENT APPROVALS

Establishing a Fitness Class and Studio in Uttarakhand, India, requires compliance with various statutory and government regulations. It's crucial to navigate these approvals to operate legally and seamlessly:

- **Business Registration:** Register your fitness studio as a legal entity, such as a sole proprietorship, partnership, limited liability partnership (LLP), or private limited company, as per your preference. This step involves obtaining the necessary business licenses and permits from the local municipal authority.
- **Health and Safety Regulations:** Ensure compliance with health and safety regulations, which may include fire safety clearances, building safety standards, and adherence to hygiene norms. It is advisable to conduct regular safety audits to maintain a safe environment for clients.
- **Taxation and GST:** Register for Goods and Services Tax (GST) and other applicable taxes. Comply with tax regulations, maintain proper financial records, and file tax returns as required by the government.
- **Fitness Instructor Certifications:** Ensure that fitness instructors possess the requisite certifications and qualifications recognized by relevant fitness governing bodies or associations. This includes certifications in fitness training, yoga, and any other specialized areas offered at your studio.
- **Music Licensing:** If you plan to play music during fitness classes, obtain the necessary licenses or permissions for playing copyrighted music to avoid legal issues related to copyright infringement.
- **Environmental Clearances:** If your fitness studio involves any environmental impact, obtain necessary environmental clearances and adhere to eco-friendly practices, especially considering Uttarakhand's pristine natural surroundings.

## 20. TRAINING CENTERS AND COURSES

In Uttarakhand, there are several training centers and courses available for individuals aspiring to become fitness instructors, yoga teachers, and wellness professionals. These centers offer a range of certifications and courses to equip individuals with the necessary skills and knowledge to excel in the fitness and wellness industry. Here are some key training centers and courses available in Uttarakhand:

- **Uttarakhand Yoga College (Uttarakhand Yog Evam Prakritik Chikitsa Anusandhan Sansthan):** Located in Rishikesh, this renowned yoga college offers various yoga teacher training programs (YTTP) and wellness courses. These programs are designed to train individuals to become certified yoga instructors and wellness experts.
- **National Institute of Sports (NIS), Patiala - Extension Center:** NIS Patiala has an extension center in Uttarakhand, which offers courses in sports coaching, fitness training, and sports science. These courses are valuable for individuals interested in pursuing careers in sports coaching and fitness instruction.
- **Online Courses:** In addition to physical training centers, individuals can also explore online courses and certifications in fitness training, yoga instruction, and wellness coaching. These online courses provide flexibility for aspiring professionals to learn at their own pace. Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

- **Government Initiatives:** The government of Uttarakhand periodically conducts skill development and training programs in various fields, including fitness and wellness. These programs aim to enhance the employability of the state's youth.

It's important for individuals interested in pursuing careers in fitness, yoga, or wellness to thoroughly research and choose training centers and courses that align with their career goals and aspirations. Additionally, certification from recognized and accredited institutions can enhance the credibility and career prospects of fitness and wellness professionals in Uttarakhand.

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