

## 1. INTRODUCTION

The proposed sports complex project in Uttarakhand, India, represents an exciting opportunity for micro and small-scale investment in the region. Uttarakhand, with its breathtaking natural landscapes and a growing interest in sports and fitness, is ripe for the development of sports facilities. This project profile serves as an informative resource for prospective entrepreneurs interested in contributing to the sports and fitness sector in Uttarakhand.

## 2. SERVICE & ITS APPLICATION

The sports complex project is designed as a comprehensive facility aimed at promoting physical health and wellness across various age groups and interests. At the heart of this initiative are state-of-the-art sports facilities that cater to a wide range of activities. Outdoor enthusiasts will find well-maintained fields for cricket, football, and basketball, perfect for both competitive tournaments and casual play. Indoors, the complex boasts courts for badminton, table tennis, and volleyball, offering year-round access for training sessions and recreational games. Complementing these sports facilities is a modern fitness center, equipped with the latest exercise machines and staffed by qualified trainers, providing personalized fitness programs to help individuals achieve their health goals.

Additionally, the complex features a swimming pool that caters to both recreational swimmers and professional athletes, offering a venue for training, laps, or simply a refreshing dip. Recognizing the importance of holistic well-being, the complex also offers health and wellness services, including yoga and meditation classes, designed to enhance mental and physical balance. To complete the experience, visitors can enjoy nutritious meals at the onsite cafeteria or shop for sports gear and merchandise at the pro shop, making the sports complex a one-stop destination for health, fitness, and leisure activities.

### **3. DESIRED QUALIFICATION FOR PROMOTER**

For those looking to spearhead the development of a sports complex project in Uttarakhand, a specific set of qualifications and resources is crucial for success. At the core, a genuine passion for sports and fitness, coupled with a deep understanding of the varied needs and interests of the target audience, will serve as the foundation for this venture. Beyond this, a solid grasp of business fundamentals including financial management, marketing strategies, and human resource planning is essential to navigate the complexities of operating a comprehensive sports facility.

Financial stability plays a critical role, as substantial investment is needed not only for the initial construction but also for procuring state-of-the-art equipment and hiring skilled staff to manage the complex. Securing a suitable piece of land, ideally located to attract a wide customer base while providing ample space for various sports and recreational activities, is another pivotal factor. A steadfast commitment to quality, ensuring that all facilities, equipment, and services exceed customer expectations, will help in establishing a reputable and sought-after sports complex.

Lastly, navigating the legal and regulatory landscape of Uttarakhand is indispensable, with a thorough understanding of the permits, regulations, and compliance requirements specific to sports facilities and related businesses. Together, these qualifications form the bedrock on which a successful sports complex project can be built, promising a hub of health, fitness, and community engagement in Uttarakhand.

### **4. BUSINESS OUTLOOK AND TRENDS**

To launch and effectively manage a sports complex project in Uttarakhand, potential promoters must be equipped with a unique blend of qualifications and resources. A profound passion for sports and fitness, paired with an insightful understanding of the varied preferences and needs of prospective customers, forms the foundation of this ambitious endeavor. Additionally, possessing a solid business acumen, encompassing

knowledge of financial management, marketing strategies, and human resource management, is crucial for the complex's successful operation.

The venture demands substantial financial investment for construction, procurement of equipment, and hiring qualified staff, necessitating promoters to have access to adequate financial resources. The success of the sports complex also hinges on securing a strategically located piece of land that is both suitable for developing state-of-the-art sports facilities and accessible to the target audience.

A commitment to maintaining high standards of quality across facilities, equipment, and services is paramount to meet and exceed customer expectations, fostering a reputation for excellence. Moreover, an in-depth familiarity with the local legal and regulatory landscape in Uttarakhand, including the necessary permits and compliance requirements for sports facilities and related businesses, is indispensable.

This project is positioned within a burgeoning sports industry, marked by significant trends and growth figures. The global fitness and recreational sports centers market, with a size of \$113 billion in 2022, is anticipated to expand to \$153 billion by 2028. Meanwhile, India's sports training market, valued at \$0.41 billion in 2021, is expected to climb to \$0.63 billion by 2029. Reflecting a broader national trend, India's sports industry witnessed a market size of about 142 billion Indian rupees in 2022, evidencing a substantial year-on-year growth. On a global scale, the sports market was valued at \$370 billion in 2022, with projections suggesting it could soar to \$677 billion by 2028. These figures underscore the vast potential and promising prospects for establishing a sports complex in Uttarakhand, aligning with both national and global growth trajectories in the sports sector.

## **5. KEY BUSINESS ELEMENTS**

The sports complex project in Uttarakhand, India, is poised for success, tapping into the region's growing emphasis on physical health and sports. With an increasing awareness and demand for fitness facilities, this project aims to serve as a comprehensive hub for various sports and wellness activities. The complex sets itself apart by offering a wide array of sports facilities and fitness services, including everything from cricket and football fields to

yoga and meditation classes, all under one roof. This not only meets the diverse interests of the community but also fosters a culture of health and activity.

Operational efficiency will be achieved through strategic facility scheduling, membership and pay-per-play options, and a strong focus on maintaining high-quality standards. Financial viability hinges on generating multiple revenue streams such as memberships, program fees, and ancillary services like a health-focused cafeteria and sports shop. A thorough financial plan will outline the investment needed and project revenue, ensuring the complex's profitability. By addressing the local demand for quality sports facilities and promoting an active lifestyle, the sports complex in Uttarakhand is set to become a cornerstone of community health and engagement.

## **6. MARKET POTENTIAL AND MARKETING ISSUES, IF ANY**

The sports complex project in Uttarakhand holds significant market potential, driven by several factors. Firstly, the region's growing emphasis on health and fitness has created a robust demand for sports and recreational facilities. With an increasing number of individuals prioritizing physical well-being, the sports complex can cater to a wide range of age groups and fitness levels. Additionally, Uttarakhand's status as a popular tourist destination opens doors to both local and visiting sports enthusiasts. Tourists often seek access to fitness and sports facilities during their stays, providing a consistent influx of potential customers. Furthermore, the youth demographic is keenly interested in sports and fitness, making specialized coaching and programs particularly appealing. While the market potential is promising, there may be marketing challenges such as competition from existing sports facilities and the need to effectively promote the sports complex to both the local community and tourists. Efficient marketing strategies and promotions will be crucial to address these challenges.

Some of existing businesses in Uttarakhand which can be potential competitors:

- Multipurpose Hall Parade Ground Dehradun: Address: 82FX+P3G, Race Course, Dehradun, Uttarakhand 248001.

- Maharana Pratap Sports College: Address: Thano Rd, Raipur, Dehradun, Dwara, Uttarakhand 248001 | Founded: 1993 | School type: College | Phone: 0135 278 8142.
- Sports Stadium: Address: Aneki Hetmapur, Haridwar, Uttarakhand 249402
- Haridwar Sports Stadium: Address: Devpura, Haridwar, Uttarakhand 249401

## **7. SUPPLY OF RAW MATERIAL**

The successful establishment and operation of the sports complex in Uttarakhand necessitates the acquisition of specific raw materials and resources. Firstly, securing an appropriate plot of land in a strategic and accessible location is paramount, providing ample space for the planned sports facilities and amenities. In terms of construction materials, essential elements include high-quality cement, steel, bricks, roofing materials, and specialized flooring surfaces suitable for various sports activities, ensuring both safety and performance. The comprehensive inventory of sports equipment is indispensable, encompassing items such as goalposts, nets, balls, racquets, tables, and a variety of gym equipment tailored to the sports and activities offered. For facilities involving water-based activities, pool construction materials, water filtration systems, diving boards, pool furniture, and essential safety equipment are mandatory. Additionally, for health and wellness services like yoga and meditation, providing suitable mats, props, and relaxation equipment is essential. Finally, if the sports complex includes a cafeteria, acquiring the necessary supplies for food preparation and serving, along with suitable seating and tableware, becomes a vital part of the raw material requirements. Careful procurement and management of these materials contribute to the successful realization of the sports complex project in Uttarakhand.

### **Suppliers:**

- OLYMPIADOS: Office No 7130, Marvel Feugo, Magarpatta Road Above Nexa Showroom, Hadapsar, Pune, Maharashtra 411028
- True Athlen Sports & Fitness: Bengali Kothi Chowk, Banjarawala Road, Bengali Kothi, Dehradun - 248001 (Bangali Kothi)

- Global Sports: 236/2, Ballupur, GMS Road, Ballupur, Dehradun - 248001 (Opposite Aakash Institute)

## **8. BUSINESS MODEL**

The business model for the Sports Complex in Uttarakhand, India, is crafted to establish a comprehensive sports and wellness hub that appeals to a broad audience by incorporating a variety of services, a customer-focused approach, and multiple revenue streams, ensuring the project's sustainability and expansion. At the core of this model are membership and admission fees, with memberships offering unlimited access to specific facilities and services, complemented by pay-per-use options for occasional visitors.

Various membership tiers will cater to different customer needs, including options for individuals, families, and corporate clients. Additionally, the complex plans to generate revenue through specialized sports training and coaching programs for all skill levels, managed by certified professionals. Hosting sports events and tournaments presents an opportunity not only to enhance the complex's profile but also to attract significant revenue through participation fees, sponsorships, and concessions. Expanding the revenue base, health and wellness services such as fitness classes, yoga, and personal training sessions will draw a wider audience, offered either as part of premium memberships or as separate services. The inclusion of auxiliary services like a sports equipment shop, a health-oriented cafeteria, and rental spaces for private functions will further enrich the customer experience and contribute to the financial mix.

Strategic partnerships and sponsorships with sports brands, local enterprises, and corporate entities will open additional revenue channels, including branded facilities and advertising opportunities. Finally, the complex's commitment to community engagement through programs, sports clinics for local schools, and discounted memberships for underprivileged segments aims to build a loyal customer foundation while fulfilling social

responsibilities. This adaptable business model, with its emphasis on quality, diversity, and community involvement, positions the Sports Complex to become a premier sports and wellness destination in Uttarakhand, promising both financial health and a positive community impact.

## **9. BUSINESS PROCESS**

The development of a sports complex in Uttarakhand is a multifaceted project that begins with meticulous planning and design, involving the creation of architectural plans, layouts, and securing the necessary permits and approvals from local authorities. Following this, the project moves into the land acquisition and site preparation phase, where the selected site is cleared, leveled, and prepared for construction, ensuring a stable foundation and adequate drainage. The construction phase sees the actual building of the sports facilities, including outdoor fields, indoor courts, and additional amenities like a swimming pool, fitness center, cafeteria, and pro shop, adhering to safety and quality standards throughout.

Once the structure is in place, the focus shifts to equipment installation, ensuring all sports and fitness equipment are installed following safety guidelines. The interior spaces are then designed and furnished to create a functional and inviting environment for visitors. Safety measures are a priority, including lifeguard training for pools and comprehensive safety protocols for all activities. An effective marketing and promotion strategy is crucial to attract customers, employing both digital and traditional channels to reach a wide audience. Finally, the complex transitions to the operational phase, offering a range of sports, fitness, and wellness services managed efficiently to ensure customer satisfaction and safety.

Incorporating the Khelo India scheme's guidelines, the sports complex aims to fortify the sports infrastructure at both grassroots and higher levels. Small Khelo India Centers will enhance the sports ecosystem locally, while Mega-Centers will leverage existing state or UT infrastructure for comprehensive support, including sports science, coaching, and equipment. The scheme's flexibility also allows for the development of additional sports

infrastructure on a case-by-case basis, with a dual focus on broadening the sports base and identifying promising talent, thereby contributing significantly to the national sports development agenda.

## 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	5	12	0.25	1.25	15.00
2	Semi-skilled	2	12	0.15	0.30	3.60
3	Unskilled	2	12	0.12	0.24	2.88
	<b>Total</b>					<b>21.48</b>

## 11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	3
2	Construction (if applicable)	2
3	Procurement & installation of Plant & Machinery	3
4	Arrangement of Finance	3
5	Recruitment of required manpower	1
	<b>Total time required (some activities shall run concurrently)</b>	<b>10</b>

## 12. COST OF PROJECT

Sr. No	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	0.75
2	Land and Building	8.00
3	Machinery	15.93



4	Equipment and Furniture	1.65
5	Working Capital	1.50
	<b>Total Project Cost</b>	<b>27.83</b>

### 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%	6.96
2	Bank Finance	75%	20.87
	<b>Total</b>		<b>27.83</b>

### 14. FIRNITURE AND FIXTURES

#### A. Fixtures

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
1	Treadmills (Advanced)	3	0.75	2.25
2	Exercise Bikes	3	0.50	1.50
3	Elliptical Trainers	2	0.60	1.20
4	Multi-Gym Equipment Set	1	3.00	3.00
5	Table Tennis Tables	2	0.40	0.80
6	Badminton Court Flooring (Synthetic)	2	1.00	2.00
7	Basketball Court Setup (Outdoor)	1	1.50	1.50
	<b>Total Amount in Rs.</b>			<b>12.25</b>
	Tax, Transportation, Insurance, etc. in Rs.			2.45
	Electrification Expenses (Wiring) in Rs.			1.23
	<b>Grand Total Amount in Rs.</b>			<b>15.93</b>

#### B. Furniture & Office Setup

Sr. No	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1.	Office Furniture (Desks, Chairs, etc.)	Set	0.50	0.50
2.	Computer Systems for Administration	1	0.15	0.15
3.	Locker Units for Changing Rooms	10	0.02	0.20
4.	Seating Benches (Indoor/Outdoor)	1	0.20	0.20
5.	Lighting Fixtures for Courts/Areas	-	-	0.40
6.	Sound System for Gym/Aerobic Area	1	0.20	0.20
<b>Total</b>				<b>1.65</b>

**1. Olympiados**

Office No 7130, Marvel Feugo,  
Magarpatta Road Above Nexa Showroom,  
Hadapsar, Pune, Maharashtra 411028

**2. True Athlen Sports & Fitness**

Bengali Kothi Chowk, Banjarawala Road,  
Bengali Kothi, Dehradun - 248001 (Bangali Kothi)

**3. Global Sports**

236/2, Ballupur, Gms Road, (Opposite Aakash Institute),  
Ballupur, Dehradun - 248001

## 15. SALES REALIZATION CALCULATION

Sr. No	Product	Subscription Price (Rs in Lakhs)	Quantity (No. of Subscription)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Subscription Fees	0.095	635	100%	60.32
<b>Total</b>				100%	60.32

## 16. PROFITABILITY CALCULATIONS

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	60.32
	Other Income (Assuming constant)	
	Total Sales Realization	60.32
B.	Cost of Production	
	i) Raw Materials	9.00
	ii) Utilities (Assuming constant)	7.00
	iii) Manpower (Salaries/wages)	21.48
	iv) Administrative Expenses (Assuming constant)	2.20
	v) Selling & Distribution Expenses (Assuming constant)	1.25
	viii) Interest (Assuming constant)	2.79
	Total Cost of Production	43.72
	No of Units Produced	624
	Cost of Services Sold	0.07
	Gross Profit/Loss (A – B)	16.29
	Less: Depreciation	2.23
C.	PBIT (Profit Before Interest and Tax)	14.07
D.	Income-tax (Assuming 28% tax rate)	3.94
E.	Net Profit/Loss (C - D)	10.13
F.	Repayment	2.79
	Retained Surplus (E - F)	7.35

## 17. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	2.23
Interest	2.79
Manpower	6.44

<b>Total Fixed cost</b>	11.46
<b>Variable cost</b>	
Raw materials	9.00
Utilities	7.00
Man Power	15.04
Administrative expenses	2.20
Selling & distribution expenses	1.25
<b>Total Variable cost</b>	34.49
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	57.30

## **18. STATUTORY/GOVERNMENT APPROVALS**

- Construction and Land Use Approvals:
  - Local Municipal Corporation: Secure approvals for land use, especially if the land is being repurposed for sports complex development.
  - Building Construction Approval: Obtain permission from local authorities for the construction of the sports complex, ensuring adherence to building codes and safety standards.
- Environmental Clearances:
  - State Pollution Control Board: Depending on the scale of the project, an environmental clearance may be required, particularly if the construction impacts local ecosystems.
- Business Registrations and Licenses:
  - Trade License: From the local municipal authority for operating a commercial sports facility.
  - GST Registration: For taxation purposes, if the complex's services are chargeable.
- Health and Safety Approvals:
  - Fire Department NOC (No Objection Certificate): Ensure compliance with fire safety guidelines.

- Health Department: Particularly if the complex includes facilities like a cafeteria or a swimming pool.
- Sports-Related Approvals:
  - Department of Sports, Uttarakhand: While not always mandatory, getting endorsements or recognition can aid in credibility and may assist in certain exemptions or benefits.

## **19. TRAINING CENTERS AND COURSES**

- Sports Management and Administration:
  - Institutes Offering Sports Management Courses: Institutes like the Indian Institute of Sports Management (IISM) offer specialized courses in sports management which can be beneficial for administrative staff.
- Workshops and Seminars:
  - Regular participation in sports management workshops and seminars can provide insights into the latest trends and best practices in sports complex management.
- Specialized Sports Training:
  - Specialized Sports Academies: Tie-ups with specialized sports academies for sports like badminton, tennis, swimming, etc., for advanced coaching programs.
  - Yoga and Wellness: Considering Uttarakhand's rich tradition in yoga and wellness, incorporating yoga instructor courses from reputed institutes can add value to the complex's offerings.

E-learning Courses: Various online platforms offer courses in dairy farming, animal husbandry, and agribusiness management. Swayam portal (link: <https://swayam.gov.in/> ) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

## **Disclaimer**

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