



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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Key elements of a business plan

Key elements of a business plan

Executive summary

- Overview of the business plan
- Captures readers' attention
- Last component to be written

Key elements of a business plan

Mission statement

- Defines the business
- Defines the business purpose
- Defines what the business does
- Typically one sentence in length

Key elements of a business plan

Management team and personnel

- Organisational structure
- Key shareholders and decision makers



Key elements of a business plan

The business opportunity

- Identifies opportunities to do business
 - As an organisation
 - Proposal of new product or service

Key elements of a business plan

Business objectives

- What the business aims to achieve
- Operational targets e.g. sales, financial targets
- Targets for achievement e.g. quality standards, accreditation
- Must be SMART objectives
- Includes an action plan to meet business objectives

Key elements of a business plan

Marketing strategy and objectives

- Marketing mix
- Segmentation
- Planning
- Methods
- Costs
- Projected outcomes

Key elements of a business plan

Sales strategy

- Products and/or services to be sold
- Distribution channels access
- Sales costs



Key elements of a business plan

Financial forecasts

Cash flow

Planned income	Planned expenditure
<ul style="list-style-type: none">• Sales• Investments	<ul style="list-style-type: none">• Fixed costs• Variable costs• Payroll• Premises• Energy• Supplies

SMART business objectives

- Revenue through personal training services contracts
- Referral rates
- Customer satisfaction and/or perception results
- Linked product sales
- Personal training package upgrades
- Retention of clients
- Success rates of clients
- Minimise waste

