



BUSINESS PLAN

Section 1: Member Information

Member Name: _____

Member ID: _____

Section 2: Promotional Plan

Which promotional activities do you plan on using to attract customers to your new location?

(this will help you determine your marketing cost)

Check all that apply to you.

- Passing out flyers or invitations
- Talking to other local businesses about offering in-services
- Social Media (specify) _____

- Offering Wellness Profiles for new customers
- Hosting shake/spa parties
- Leading Weight Loss Challenges
- Hosting nutrition or wellness presentations
- Other (specify) _____

Section 3: Cash Required at Start-up

LOCAL LAWS AND REQUIREMENTS

Check if required

- | | Costs, if any |
|--|---------------|
| <input type="checkbox"/> Building or construction permits | USD _____ |
| <input type="checkbox"/> Zoning clearance | USD _____ |
| <input type="checkbox"/> Fire and/or occupational inspections | USD _____ |
| <input type="checkbox"/> Health and/or food safety inspections | USD _____ |
| <input type="checkbox"/> Food handler certification | USD _____ |
| <input type="checkbox"/> Permits for events in public spaces | USD _____ |
| <input type="checkbox"/> Business license | USD _____ |
| <input type="checkbox"/> Employer identification Number | USD _____ |
| <input type="checkbox"/> _____ | USD _____ |
| <input type="checkbox"/> _____ | USD _____ |
| <input type="checkbox"/> _____ | USD _____ |
| <input type="checkbox"/> _____ | USD _____ |
| <input type="checkbox"/> _____ | USD _____ |

Please visit the local government website to get information about any local laws and other requirements.

Section 3: Cash Required at Start-up Continued

Furniture USD _____
(e.g., shelving, storage, lighting, fixture, tables, chairs, etc.)

Equipment and Appliances USD _____
(e.g., scale, refrigerators, blenders, ice maker, water filter, etc.)

Location Improvements USD _____
(e.g., painting, plumbing, flooring, etc.)

Computer and Telephone Equipment USD _____
(e.g., computer, printer, telephone, tablets, networking equipment, etc.)

Signs/Branding USD _____
(e.g., exterior sign, interior signs, posters, brochures, etc.)

Start-Up Inventory USD _____

Other Expenses (specify) USD _____

Sources of Funding (Specify) USD _____

Total Start-up cost USD _____

Section 4: Monthly Projected Product Sales

1 I estimate my monthly revenue from daily consumptions in the club to be: USD _____

2. I estimate my monthly revenue from full product purchases in the club to be: USD _____

3 I estimate my monthly revenue from full product purchases outside the club to be: USD _____

Total Monthly Projected Product Sales USD _____

Review: Annual Profit and Loss

Reference section 5 located on the next page to complete the below

	Year 1 Total	Year 2 Total
1 Total Gross profit from product sales (Section 5, line 3)		
2. Total other earnings or sales (Section 5, line 8)		
3 Total gross profit (Section 5, line 9)		
4 Total operating expenses (Section 5, line 25)		
5 Net profit (loss) before tax (Section 5, line 26)		
6 Net profit (loss) after tax (Section 5, line 30)		



Fill in the boxes below and leave blank if it doesn't apply.

You have the option to apply cost to all months in year 1.

SECTION 5: Monthly Profit and Loss

Month 1 Month 2 Month 3 Month 4 Month 5 Month 6

Fill in MM/YY starting with your lease start date

/	/	/	/	/	/
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GROSS PROFIT FROM PRODUCT SALES

1 Total Monthly Projected Product Sales from Section 4

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2 Cost of products sold

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3 TOTAL GROSS PROFIT FROM PRODUCT SALES
(Subtract line 2 from line 1)

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OTHER EARNINGS OR SALES

4 Wholesale profit (commissions)

--	--	--	--	--	--

5 Production Bonus

--	--	--	--	--	--

6 Royalty Overrides

--	--	--	--	--	--

7 Other

--	--	--	--	--	--

8 TOTAL OTHER EARNINGS OR SALES
(Add lines 4, 5, 6 and 7)

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9 TOTAL GROSS PROFIT
(Add lines 3 and 8)

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OPERATING EXPENSES

10 Rent (Total monthly payments to your landlord)

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11 Phone and Internet plan charges

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12 Utilities (e.g., Electricity, gas, water)

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13 Safety and security (e.g. Alarm system)

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14 Repairs and maintenance (e.g. Replacing a light)

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15 Insurance (e.g., property and liability insurance)

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16 Business license and permit renewal fees

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17 Bank and merchant account fees (e.g., ProPay)

--	--	--	--	--	--

18 Trainings, travel and meals (e.g., Extravaganza)

--	--	--	--	--	--

19 Office supplies (e.g., cleaning supplies, cups, napkins)

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20 Additional ingredients (e.g., fruit)

--	--	--	--	--	--

21 Product promotions (e.g., customer giveaways)

--	--	--	--	--	--

22 Printing and postage (e.g., printing invitations)

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23 Professional services (e.g. accountant fees)

--	--	--	--	--	--

24 Any other expenses

--	--	--	--	--	--

25 TOTAL OPERATING EXPENSES
(Add lines 10 through 24)

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26 NET PROFIT (LOSS) BEFORE TAX
(Subtract line 25 from line 9)

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27 Income tax expense
(taxes payable to the IRS or state tax board)

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28 Other taxes
(taxes payable to state, country, city)

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29 TOTAL TAXES
(add line 27 and 28)

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30 NET PROFIT (LOSS) AFTER TAX
(Subtract line 29 from line 26)

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Fill in the boxes below and leave blank if it doesn't apply.

You have the option to apply cost to all months in year 1.

Month 7 Month 8 Month 9 Month 10 Month 11 Month 12

Fill in MM/YY starting with your lease start date

/	/	/	/	/	/
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GROSS PROFIT FROM PRODUCT SALES

1 Total Monthly Projected Product Sales from Section 4

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2 Cost of products sold

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3 TOTAL GROSS PROFIT FROM PRODUCT SALES
(Subtract line 2 from line 1)

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OTHER EARNINGS OR SALES

4 Wholesale profit (commissions)

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5 Production Bonus

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6 Royalty Overrides

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7 Other

--	--	--	--	--	--

8 TOTAL OTHER EARNINGS OR SALES
(Add lines 4, 5, 6 and 7)

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9 TOTAL GROSS PROFIT
(Add lines 3 and 8)

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OPERATING EXPENSES

10 Rent (Total monthly payments to your landlord)

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11 Phone and Internet plan charges

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12 Utilities (e.g., Electricity, gas, water)

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13 Safety and security (e.g. Alarm system)

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14 Repairs and maintenance (e.g. Replacing a light)

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15 Insurance (e.g., property and liability insurance)

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16 Business license and permit renewal fees

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17 Bank and merchant account fees (e.g., ProPay)

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18 Trainings, travel and meals (e.g., Extravaganza)

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19 Office supplies (e.g., cleaning supplies, cups, napkins)

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20 Additional ingredients (e.g., fruit)

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21 Product promotions (e.g., customer giveaways)

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22 Printing and postage (e.g., printing invitations)

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23 Professional services (e.g. accountant fees)

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24 Any other expenses

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25 TOTAL OPERATING EXPENSES
(Add lines 10 through 24)

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26 NET PROFIT (LOSS) BEFORE TAX
(Subtract line 25 from line 9)

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27 Income tax expense
(taxes payable to the IRS or state tax board)

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28 Other taxes
(taxes payable to state, country, city)

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29 TOTAL TAXES
(add line 27 and 28)

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30 NET PROFIT (LOSS) AFTER TAX
(Subtract line 29 from line 26)

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Fill in the boxes below and leave blank if it doesn't apply.
 You have the option to apply cost to all months in year 1.

	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18
Fill in MM/YY starting with your lease start date	/	/	/	/	/	/

GROSS PROFIT FROM PRODUCT SALES

1 Total Monthly Projected Product Sales from Section 4						
2 Cost of products sold						
3 TOTAL GROSS PROFIT FROM PRODUCT SALES (Subtract line 2 from line 1)						

OTHER EARNINGS OR SALES

4 Wholesale profit (commissions)						
5 Production Bonus						
6 Royalty Overrides						
7 Other						
8 TOTAL OTHER EARNINGS OR SALES (Add lines 4, 5, 6 and 7)						

9 TOTAL GROSS PROFIT (Add lines 3 and 8)						
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OPERATING EXPENSES

10 Rent (Total monthly payments to your landlord)						
11 Phone and Internet plan charges						
12 Utilities (e.g., Electricity, gas, water)						
13 Safety and security (e.g. Alarm system)						
14 Repairs and maintenance (e.g. Replacing a light)						
15 Insurance (e.g., property and liability insurance)						
16 Business license and permit renewal fees						
17 Bank and merchant account fees (e.g., ProPay)						
18 Trainings, travel and meals (e.g., Extravaganza)						
19 Office supplies (e.g., cleaning supplies, cups, napkins)						
20 Additional ingredients (e.g., fruit)						
21 Product promotions (e.g., customer giveaways)						
22 Printing and postage (e.g., printing invitations)						
23 Professional services (e.g. accountant fees)						
24 Any other expenses						
25 TOTAL OPERATING EXPENSES (Add lines 10 through 24)						

26 NET PROFIT (LOSS) BEFORE TAX (Subtract line 25 from line 9)						
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27 Income tax expense (taxes payable to the IRS or state tax board)						
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28 Other taxes (taxes payable to state, country, city)						
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29 TOTAL TAXES (add line 27 and 28)						
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30 NET PROFIT (LOSS) AFTER TAX (Subtract line 29 from line 26)						
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Fill in the boxes below and leave blank if it doesn't apply.

You have the option to apply cost to all months in year 1.

	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Fill in MM/YY starting with your lease start date	/	/	/	/	/	/

GROSS PROFIT FROM PRODUCT SALES

1 Total Monthly Projected Product Sales from Section 4						
2 Cost of products sold						
3 TOTAL GROSS PROFIT FROM PRODUCT SALES (Subtract line 2 from line 1)						

OTHER EARNINGS OR SALES

4 Wholesale profit (commissions)						
5 Production Bonus						
6 Royalty Overrides						
7 Other						
8 TOTAL OTHER EARNINGS OR SALES (Add lines 4, 5, 6 and 7)						

9 TOTAL GROSS PROFIT (Add lines 3 and 8)						
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OPERATING EXPENSES

10 Rent (Total monthly payments to your landlord)						
11 Phone and Internet plan charges						
12 Utilities (e.g., Electricity, gas, water)						
13 Safety and security (e.g. Alarm system)						
14 Repairs and maintenance (e.g. Replacing a light)						
15 Insurance (e.g., property and liability insurance)						
16 Business license and permit renewal fees						
17 Bank and merchant account fees (e.g., ProPay)						
18 Trainings, travel and meals (e.g., Extravaganza)						
19 Office supplies (e.g., cleaning supplies, cups, napkins)						
20 Additional ingredients (e.g., fruit)						
21 Product promotions (e.g., customer giveaways)						
22 Printing and postage (e.g., printing invitations)						
23 Professional services (e.g. accountant fees)						
24 Any other expenses						
25 TOTAL OPERATING EXPENSES (Add lines 10 through 24)						

26 NET PROFIT (LOSS) BEFORE TAX (Subtract line 25 from line 9)						
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27 Income tax expense (taxes payable to the IRS or state tax board)						
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28 Other taxes (taxes payable to state, country, city)						
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29 TOTAL TAXES (add line 27 and 28)						
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30 NET PROFIT (LOSS) AFTER TAX (Subtract line 29 from line 26)						
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