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# Sports Massage Therapist Business Plan



## Get Started

A Sports Massage Business Plan is useful when wanting to start your own business and map out your business goals. Having a business plan will help make the process of starting up your sports massage business smoother. Invest some time into filling out this document with as much detail as possible and use this to map out your business plan to any potential investors or banks

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## Setting Up: Business and Owner Details



|  |  |
|--|--|
| Business name:                                       |  |
| Owner(s) name:                                       |  |
| Business address and postcode:                       |  |
| Business telephone number:                           |  |
| Business email address:                              |  |
| Home address and postcode (if different from above): |  |
| Home telephone number (if different from above):     |  |
| Home email address (if different from above):        |  |

|                        |  |
|------------------------|--|
| 1.1 Business summary:  |  |
| 1.2 Business aims:     |  |
| 1.3 Financial summary: |  |

## Elevator Pitch: Pitch your business plan

|                         |  |
|-------------------------|--|
| 1.4 Your business name: |  |
| 1.5 Strap line:         |  |
| 1.6 Elevator pitch:     |  |

## Section 2: Personal background

02

|   |  |
|---|--|
| 2.1 Why do you want to run your own personal training business? |  |
| 2.2 Previous work experience:                                   |  |
| 2.3 Qualifications and education:                               |  |
| 2.4 Training  |  |
| 2.5 Any additional training you want to complete:               |  |
| 2.6 Hobbies and interests:                                      |  |
| 2.7 Additional information:                                     |  |

## Section 3: Products and services

03

|   |                                       |                                       |
|---|---------------------------------------|---------------------------------------|
| 3.1 What are you going sell? (please tick)                              | A product<br><input type="checkbox"/> | A service<br><input type="checkbox"/> |
| 3.2 Describe the basic product/ service you are going to sell:          |                                       |                                       |
| 3.3 Describe when you are planning on selling your product and service: |                                       |                                       |
| 3.4 Additional information:   |                                       |                                       |

## Section 4: The market

04

|   |   |  |                                  |
|---|---|--|----------------------------------|
| 4.1 Are your target market (please tick):                                   | Individuals<br><input type="checkbox"/> | Businesses<br><input type="checkbox"/> | Both<br><input type="checkbox"/> |
| 4.2 Describe your typical customer:   |   |  |                                  |
| 4.3 Where is your target market?  |   |  |                                  |
| 4.4 What prompts your customers to buy your product/ service?               |   |  |                                  |
| 4.5 What factors help your customers choose which business to buy from?     |   |  |                                  |
| 4.6 Have you sold products/ services to customers already?<br>(please tick) | Yes<br><input type="checkbox"/>         | No<br><input type="checkbox"/>         |                                  |
| If answered "Yes", please give details                                      |   |  |                                  |
| 4.7 Have you got customers waiting to buy your products?<br>(please tick)   | Yes<br><input type="checkbox"/>         | No<br><input type="checkbox"/>         |                                  |
| If answered "Yes", please give details                                      |   |  |                                  |
| 4.8 Additional information:   |   |  |                                  |

|   |  |
|---|--|
| 5.1 Key research findings:                                      |  |
| 5.2 Key findings from field research - customer questionnaires: |  |
| 5.3 Additional information:                                     |  |

## Section 6: Marketing strategy

06

| What are you going to do? | Why have you chosen this marketing approach? | How much will it cost? |
|---------------------------|--|------------------------|
|                           |  |                        |
| Final cost:               |  |                        |

## Section 7: Competitor analysis

### 7.1 Table of competitors

| Name, location and business size | Product/ service | Price | Strengths | Weaknesses |
|----------------------------------|------------------|-------|-----------|------------|
|                                  |                  |       |           |            |

### 7.2 SWOT analysis:

|                      |                   |
|----------------------|-------------------|
| <b>Strengths</b>     | <b>Weaknesses</b> |
|                      |                   |
| <b>Opportunities</b> | <b>Threats</b>    |
|                      |                   |

### 7.3 Unique selling point (USP):

|            |
|------------|
| <b>USP</b> |
|            |

## Section 8: Operations and logistics

08

|                                |  |
|--------------------------------|--|
| 8.1 Production:                |  |
| 8.2 Delivery to customers:     |  |
| 8.3 Payment methods and terms: |  |

### 8.4 Suppliers

| Name and location of supplier | Items required and prices | Payment arrangements | Reasons for choosing supplier |
|-------------------------------|---------------------------|----------------------|-------------------------------|
|                               |                           |                      |                               |

|               |  |
|---------------|--|
| 8.5 Premises: |  |
|---------------|--|

### 8.6 Equipment

| Item required | Already owned? | If being brought    |                |       |
|---------------|----------------|---------------------|----------------|-------|
|               |                | New or second hand? | Purchased from | Price |
|               |                |                     |                |       |

|                             |  |
|-----------------------------|--|
| 8.7 Transport:              |  |
| 8.8 Legal requirements:     |  |
| 8.9 Insurance requirements: |  |

## Section 9: Costs and pricing strategy

|   |                                 |  |
|---|---------------------------------|--|
|   | Production/ service name:       |  |
| A | Number of units in calculation: |  |
| B | Product/ service components:    |  |
| C | Components cost:                |  |
| D | Total product/ service cost:    |  |
| E | Cost per unit:                  |  |
| F | Price per unit:                 |  |
| G | Profit margin (£):              |  |
| H | Profit margin (%):              |  |
| I | Mark up (%):                    |  |

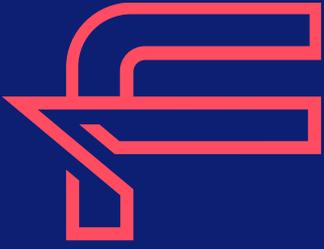
## Section 10: Financial forecasts

### 10.1 Sales and costs forecast

|   | Month             | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Total |
|---|-------------------|---|---|---|---|---|---|---|---|---|----|----|----|-------|
| A | Month name:       |   |   |   |   |   |   |   |   |   |    |    |    |       |
|   | Sales forecast:   |   |   |   |   |   |   |   |   |   |    |    |    |       |
| B | Product/ service: |   |   |   |   |   |   |   |   |   |    |    |    |       |
| C | Product/ service: |   |   |   |   |   |   |   |   |   |    |    |    |       |
|   | Costs forecast:   |   |   |   |   |   |   |   |   |   |    |    |    |       |
| D | Product/ service: |   |   |   |   |   |   |   |   |   |    |    |    |       |

|   |                                      |  |
|---|--------------------------------------|--|
| E | Assumptions (seasonal trend changes) |  |
|---|--------------------------------------|--|





**FUTURE FIT**  
TRAINING