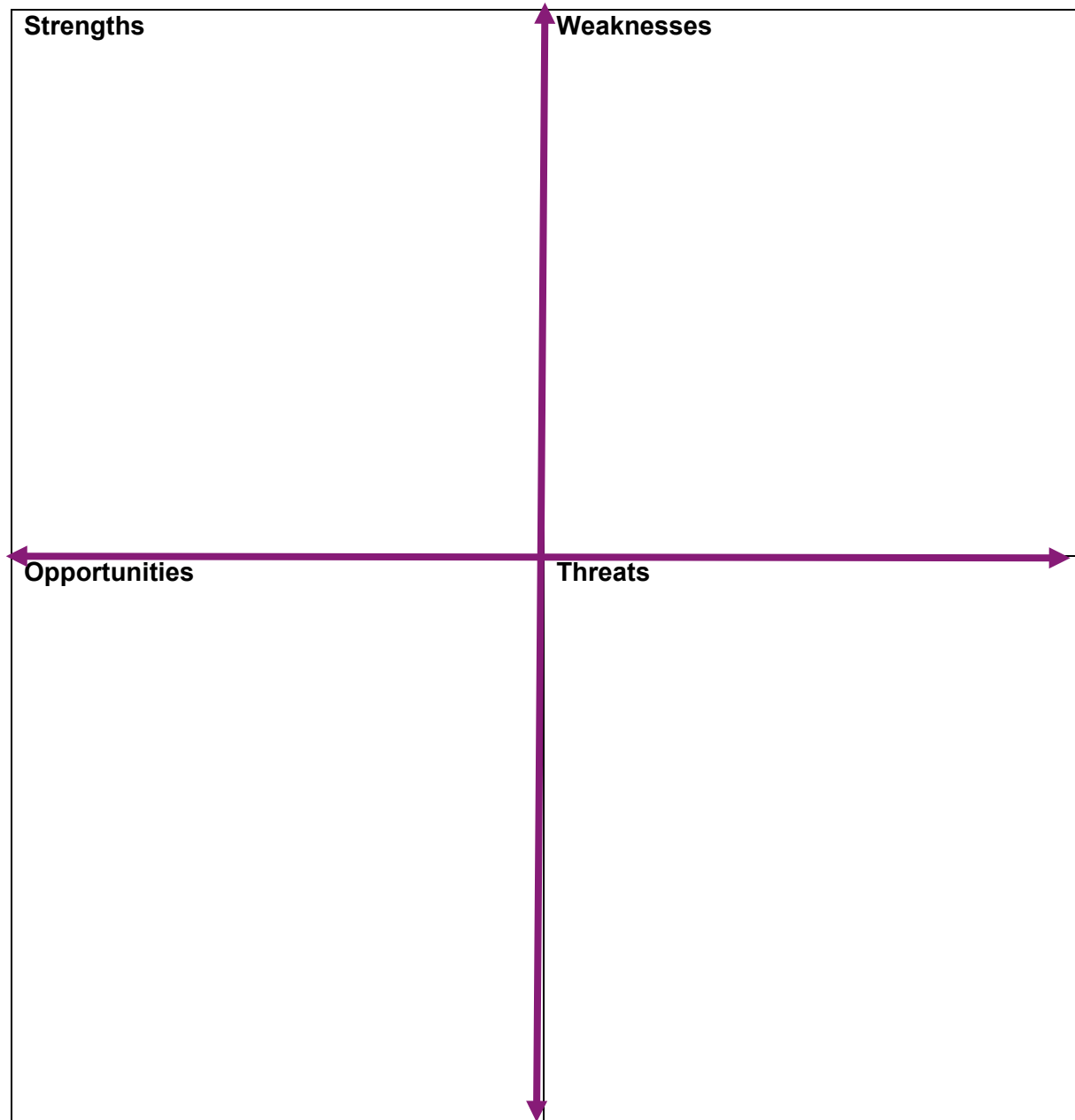


Developing a new personal training business – assignment template

Initial business evaluation

SWOT analysis



Market research evaluation

Market research method	Advantages	Disadvantages	Will this method be beneficial for your personal training business? Explain the reasons for your decision.

Marketing technique evaluation

Marketing technique	Advantages	Disadvantages	Will this method be beneficial for your personal training business? Explain the reasons for your decision.
Most appropriate method(s) to market your business			
How market research will be conducted		How data will be analysed	

Business plan

Aims and objectives		
Stages and milestones	Unique selling points (USPs)	
Marketing strategy		
Resources required to plan, prepare and launch the business		
Areas of risk and difficulty	Contingency plans to address areas of risk and difficulty	
Health, safety, legal and insurance requirements	Professional standards to implement	

Budget overview

Planning costs	Preparation costs	Launch costs

Profit and loss account

Income	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Expenditure	Quarter 1	Quarter 2	Quarter 3	Quarter 4

	Calculation formula	Year 1 projection
Gross profit		
Net profit		

Cash flow forecast

Forecast	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Cash in				
Cash out				

Information technology (IT) planning

How you will use your digital profile to positively promote the business		
IT applications that will be used to support business planning and delivery		
Risks and benefits of each application		
How each application will be used to monitor, interpret and manage business data		