



UNIVERSAL GRAVITATION FITNESS STUDIO

by

MENGMENG YU

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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**Independent Study Title** Universal Gravitation Fitness Studio  
**Author** Mengmeng Yu  
**Program** Master of Business Administration (International Program)  
**Advisor(s)** Asst..Prof. Chairit Thongrawd, Ph.D.

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### Abstract

The health club is different from the table tennis room, it is not an intuitive sports venue, but a combination of gym portrayal, entertainment catering, gym experience dissemination, can obtain a diversified comprehensive business for customers. In the team you can release your psychology, enjoy elegant music, scientific use of state-of-the-art training equipment, and experienced professional teachers. Let your body and mind be happy, unconsciously to achieve the goal of fitness in the gym, the key is to cultivate our group feelings through athletes and hone our will quality, improve our aesthetic taste. First-class teaching team, humanized, professional teaching methods, let you enjoy to the fullest. Customers can use the dining and leisure area. The touching atmosphere of love and the charming and spacious natural environment will make you linger. When you are in the middle of the bookstore, you can go to the washing shop to wash away the weakness and endless suffering. College gym teams can not only meet the needs of the majority of students' gyms, but also enhance the innovation of college sports systems, From the perspective of modern sports competitions (focusing on sports skills, methods, achievements), improve your physique in an all-round way.

**Keywords:** Universal gravitation fitness studio

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Mengmeng Yu

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## Section 1

### Executive Summary

The competitors of modern social institutions are becoming increasingly fierce, and the pace of life is accelerating. People are well-fed, the quality of life requirements are getting higher and higher, with the awareness of fitness Deeply grounded in their hearts., people's fitness consumption concept of change, the fitness market came into being, social clubs mushroomed like mushrooms, A good health club will shape a whole new world of Gym Entertainment for you, allowing you to let go of your heart in addition to your deteriorating work and study, reduce stress, strengthen your body and cultivate your emotions.

The changes of the times have enhanced the development of sports, and it is necessary to set the goal of lifelong sports for students. Develop students' fitness awareness, skills and habits, whether for graduate study or work, it is necessary to connect with the national fitness plan - lifelong physical education courses, adhere to the guiding ideology of lifelong sports, reform the physical education teaching system of colleges and universities, and correctly guide students to scientific fitness and cultivate morality. According to the views of social development in the 21st century on the quality of talents and the physical and mental characteristics of students, it is necessary to guide the school sports system to provide quality education with scientific concepts. Therefore, college sports should cultivate

teachers and students to basically hone skills and natural science self-training skills, improve the physique, group feeling and will quality of teachers and students, which is the purpose of cultivating human social system.

The health club is different from the table tennis room, it is not an intuitive sports venue, but a combination of gym portrayal, entertainment catering, gym experience dissemination, can obtain a diversified comprehensive business for customers. In the team you can release your psychology, enjoy elegant music, scientific use of state-of-the-art training equipment, and experienced professional teachers. Let your body and mind be happy, unconsciously to achieve the goal of fitness in the gym, the key is to cultivate our group feelings through athletes and hone our will quality, improve our aesthetic taste. First-class teaching team, humanized, professional teaching methods, let you enjoy to the fullest. Customers can use the dining and leisure area. The touching atmosphere of love and the charming and spacious natural environment will make you linger. When you are in the middle of the bookstore, you can go to the washing shop to wash away the weakness and endless suffering. College gym teams can not only meet the needs of most students' gyms, but also enhance the innovation of college sports systems, From the perspective of modern sports competitions (focusing on sports skills, methods, achievements), improve your physique in an all-round way.

The Gravity Factory Health Club project came into being in this context.

## Section 2

### Company Description

#### 2.1 Company History

Our Health Club is designed to provide students with good health. Unlike the commercial health clubs that currently exist above society, it provides sports venues such as fitness (classes for units, etc.) for university students, faculty and staff, And for the surrounding villagers to obtain gym venues and equipment. At the beginning of the establishment of the team, the team mainly aimed at middle school students, hired gym scholars to obtain specialist leadership and training subjects for teachers and students, and strengthened the promotion of the new international gym idea, focusing on obtaining the best quality business for every teacher and student, and shaping the love journey of health care for teachers and students.

We deliberately steer the team to XX and rent two tiers in the way of renting out facades. The team's gym program will be designed around the hobbies of faculty, faculty and faculty, and will shatter the hopes of faculty and students. The hotel's designer has a construction area of 750 square meters, with dining and rest areas (seawater bar, convenient table), Yufunctional table tennis room, Zumba, yoga, jazz dance and so on. We also get diet training subjects for boys. We gradually complete our business according to the different needs of teachers and students.

The venue is equipped with Citroën ventilation equipment, as well as outstanding instructors and Citroën fitness equipment, to provide students with natural science, proper and efficient business.

## **2.2 Mission statement**

Goal: To build a health club with the theme of university students, so that it can be spread throughout the university town across the country.

Philosophy: customer first.

Slogan: God creates life We create form.

## **2.3 Products and Services**

The Health Club operates 12 hours a day, 7 weeks a week, 365 days a year. In order to meet the needs of our members who like to get up and practice, we will change the opening hours according to the changes of the rainy season. The Gravity Workshop Gym Team is an indoor multi-sporter venue with access to the following athletes' equipment: yoga, jazz, zumba, table tennis room, kitchen, relaxation area and more.

Teams operate on their own, their members and the community, and pay in different ways such as minute fares and membership fees (different programs take different forms). In the evening, aerobics, badminton, table tennis and other competitions are held Gratuitous. Funding will be obtained through grants, posters, etc. At the same time, we generally collect proposals and proposals from teachers and students, and accept the overcoming program suppliers hired. Dispatch the

autonomy of teachers and students to the gym and absorb teachers and students to participate.

## **2.4 The current situation**

Gravity plant gym team adventure trade gym division, business in low-quality survival and good health care, willing to value, quality, creativity, elegance and fashion cost, committed to overcoming their own gym demand, but due to the inconvenient location of the table tennis room, they are difficult to determine the "pain points" of the gym. After the start-up period, through a series of marketing mix policies tailored to the target customers, it is possible to quickly capture the target products, narrow the customer base, and strive to increase the repeat purchase rate of customers. After the program is completed, model matures, increase the number of clubs through franchising and other means, quickly occupy the blank market, and strive to build the Gravity Factory Fitness Club into a well-known fitness brand based in Guangzhou, driving and radiating the surrounding areas.

## **2.5 Legal status and ownership**

See Appendix 3: Application for Registration of Company Establishment.

## **2.6 The business name**

Gravity Factory Health Club.

## **2.7 Enterprise naming considerations**

See Appendix 2: Gravity Factory Health Club Name Approval.

## **2.8 Legal issues**

The club fully considers the interests of investors and operational risks, and has a variety of options to choose from in terms of capital exit. Our club adopts three financing methods: school investment, loan and personal investor.

1. For school investment

From the perspective of conforming to the wave of sports reform, responding to the national fitness and improving the physical fitness of teachers and students, the school must invest this fund, and it does not mean bankruptcy in itself. Whether it is from the perspective of improving the comprehensive physical quality of teachers and students, improving the sports hardware facilities and services of our school, or from the perspective of increasing the visibility of our school and promoting sports reform, the school's investment is beneficial and harmless. Moreover, this can increase the income of the school.

2. For individual investors

There are two ways to buy back and transfer the club. Our club may sign an agreement with the investor stipulating that after A certain amount of time, the club will repurchase the equity formed by the investment injected by the investor, or not agree on an agreement, but after a certain stage of the club's development, the two parties will negotiate a repurchase. This method can protect the minimum investment cost of investors, reduce investment risks, and at the same time, due to the high growth of our club, it can also bring considerable benefits, this scheme is a recent communicative capital exit method.

Since the club's good prospects will attract more individual investors, it can be transferred to individual investors or schools, in addition, we have withdrawn a part of the venture fund in the profit distribution for emergency use.

### 3. Bankruptcy liquidation

Although the club has many favorable conditions, we are also confident that it will develop and grow, but also do not rule out the possibility of failure, therefore, the initial stage of our club has already fully considered the capital exit plan of investors in various situations, to ensure that the risk of investment is minimized, and strive to expand investment returns, and ensure benefits.

## Section 3

### Industry Analysis

#### 3.1 Industry size, growth rate and sales forecasts

With the development of China's market economy, people's living standards have gradually improved, people have the awareness of "making money to buy health care", and the concept of health care life is becoming more and more deeply rooted in the hearts of the people. Health clubs are organizations that provide the public with access to thorough physical exercise business. Exiting a health club now and investing in your own health care has become the best way for people to build a health care life.

According to the Health Club Industry Market Analysis Survey Report, there are currently three forms of health clubs. The first is the on-site gym, which usually comes with a swimming pool, but is large, relatively inexpensive, lacks visibility, and is mainly oriented towards hotel guests. The second is a membership-based gym for upper-middle-income earners. With advanced equipment, thorough courses and a strong team of tutors, it is widely welcomed. Third, the mass health club, the software and hardware level are relatively high, but very popular. Gravity Factory Health Club is the third of the above, the Mass Health Club. So we will provide better service and will definitely share it in the fitness industry.

### **3.2 Industry characteristics**

With the improvement of living standards and the concept of health care life deeply rooted in the hearts of the people, people pay more and more attention to health care. According to some natural science reports, the proportion of sub-healthy people decreases with the increase of work, life and academic stress. With the popularization of fitness awareness, people's fitness consumption concept has exploded into changes, and various health clubs in society have mushroomed. A bad health club allows people to relax in addition to deteriorating work and study, reduce stress, strengthen their bodies, and cultivate their emotions.

### **3.3 Industry trends**

The changing times have enhanced the development of sports and submitted the goal of lifelong sports for students. The National Fitness Program is aimed at the people of the whole country, focusing on college students and youth school sports, and their healthy growth is linked to the prosperity of the country and the nation. College sports should cultivate students' basic physical fitness ability and self-training ability in natural sciences, and improve students' physique, team awareness and will quality, as a social-oriented goal for cultivating modern people. However, some contemporary college students do not have a shallow understanding of sports, weak awareness of sports, less enthusiasm for self-confidence to participate in physical exercise, and high interest in participating in sports activities. The reason is mainly that the sports activities of school groups are

mostly competitions, which lack the characteristics of leisure and entertainment.

### **3.4 Long-term outlook**

The health club is different from the gym, it is not an intuitive exercise place, but a set of gym, entertainment catering, dissemination of gym knowledge in one, can provide customers with a full range of integrated services. Inside the club, you can let your mind and body unleash, enjoy enchanting music, use Citroën's training equipment naturally and scientifically, and have experienced professional teachers. To make your body and mind happy, unconsciously reach the purpose of the gym, more importantly, through the athletes to cultivate our team awareness, hone our will quality, enhance our aesthetic taste. First-class teaching team, humanized, diversified teaching methods, let you enjoy to the fullest. Guests have access to a leisure and entertainment area. The touching atmosphere of love and the charming and spacious environment will make you linger. When you are in the middle school, you can go to the bathing house to wash away your weak body and endless suffering. College health clubs can not only meet the needs of teachers and students, but also enhance the reform of the university sports system, from the traditional sports competition (focusing on competitive skills, means, results) to completely transform and comprehensively improve physical fitness

## Section 4

### Market Analysis

#### 4.1 Market segmentation and target market selection

The club is positioned in the university market at the beginning of the period, and after the development and steady growth, Adjustment strategies towards other domestic low- and medium-consumption university markets and social markets. According to their own advantages to operate aerobics, health care and other projects, at the beginning of its establishment, the club was positioned in the university market, and through the development of stable growth, the adjustment strategy was oriented to other domestic university markets and social markets have a high level of consumption. We are rooted in our own advantages in aerobics, boxing, health care, etc., transform our characteristic services (focusing on humanistic care), and produce our unique club culture with unique business philosophy, strategy and management methods, shape the brand of Gravity Factory Gym Club, absorb more students, employees and corporate employees to withdraw from the schools and large and medium-sized enterprises around our club, and seek long-term cooperation with well-known enterprises.

#### 4.2 Purchaser behavior

With the emphasis on health awareness, the gym market is gradually becoming a small trend in urban consumption. The development of the market

economy and the emancipation of the mind have acquired credible internal conditions for it. The solution of the problem of food and clothing, the rise of the home gym, and the improvement of people's concept of gym consumption have all laid the foundation for its transformation. According to a university report, 56.3% of students believe that the lack of gym conditions and boring fitness forms are the main reasons for the impact of gymnasiums, 65% believe that the teaching content of university gyms is questionably improved, and 25% believe that the teaching methods of college boxing are needed. Universities need to be improved. According to a set of survey data, nearly 80% of people love badminton and 60% like to play badminton in their spare time. On the other hand, the data shows that college students are extremely inappropriate. Many college students indulge in Internet cafes, spend most of their money, and can't find harmful leisure and entertainment methods for health care, resulting in psychological defects. How to improve the physical and mental health of college students has become the focus of people's attention, and college health clubs provide them with a place for fitness and slimming.

We surveyed the surrounding schools in the form of questionnaires, of which 92 were boys and 108 were girls. The report shows that if there is a well-equipped and spacious health club in or near the school, a significant proportion of college students are willing to finance gym spending. College students who spend \$700-800 a month make up 48% of the total number of respondents and are willing to spend

\$60-70 a month on gym spending. Students whose monthly consumers are less than 500 yuan are also willing to pay a certain amount of funds for gym consumption according to the specific situation. Students who spend less than \$800 a month are very willing to pay a huge amount of money on gym spending. The survey results show that the university fitness market has great potential.

### 4.3 Competitor analysis

In view of the current situation, we have done some comparative analysis:

#### (一) geographical location

Gravity Factory Health Club is located in the Donghua Avenue area, convenient transportation, while the surrounding supermarkets, restaurants, entertainment venues are complete, such as Donghua Supermarket, Donghua Hotel, Beyond the Store, Lianyi Internet Cafe, etc., the consumption strategy is superior.

#### (二) Hardware facilities

Our chapter focuses on selecting the right fitness equipment and facilities for our students and faculty, and developing long-term programs to ensure they truly serve students, faculty, and staff, taking into account their ideas and their needs, and truly meeting their needs at different levels. For health clubs above the society, their high-end hardware facilities will inevitably reduce their capital investment and expenditure, and it is also a luxury consumer product relative to the consumption level of students. Our strengths, especially our significant location advantages, are enough to pose a threat to the social health clubs of our class.

Therefore, school health clubs have an absolute advantage in attracting lower- and middle-class consumers.

### (三) Selection of coaches

As for the choice of coaches, community health clubs have two options: one is to hire higher education professionals. The second is to rent a first-class car in the country. This reduces their huge expenses to varying degrees. Make full use of some of the resources of the school's physical education teaching and scientific research department, call on national policies to promote the development of the national fitness movement. Our coach hired a physical education teacher from a neighboring university. Whether it is in the research of physical education teaching, or in the accurate grasp and understanding of the needs of teachers and students, we have an advantage, so we can adjust club management, strategic decision-making, etc. More immediate and worse service to the majority of teachers and students. In addition, we will employ top coaching experts to train our coaching team to weaken the competitiveness of our club.

### (四) publicize

On campus, our chapters can serve students and faculty through all available resources on campus, reinforcing our advocacy and reducing our reach. For example, we can make full use of multimedia publicity and teaching, conduct lectures on fitness and other topics through unnecessary classrooms, and carry out activities with the Student Council. Holding badminton, table tennis and other ball

sports to enhance the formation of fitness boom, the relevant regulations and policies of the school will also help the development of our club, compared to our social health club can pass through difficult resources.

By comparing the amounts of the amount, we have a small advantage in terms of price adjustment. We will implement a series of preferential policies to absorb students to participate in the national fitness movement. Such as organizing the competition for free (the winner's venue fee and prize money are obtained by our company), usually the group has a prize collection activity, and the winner gets a fitness discount or a paid reward for the time limit. In addition, the club will regularly hold "carving classes" and "slimming classes" for girls.

Of course, in terms of management and operating mechanism, our club is not yet complete, and we are convinced that under such unfavorable objective conditions, the club will continue to grow and develop.

#### (五) SWOT analysis

##### 1. advantage

(1) The business model agrees to a good cash flow.

(2) The end-consumer approach helps to increase the rate of product development.

(3) The way the chain stores operate helps to generate the number of regions.

(4) The Chinese market has huge room for development

## 2. Weakness

(1) The gym custom of the People's Republic of China has not yet been produced.

(2) Lower soft costs for store operations.

(3) The manufacturing industry is labor-intensive manufacturing with low employee turnover rate.

(4) Emerging industries, shortage of professionals

## 3. Opportunity

(1) The geography and population of the People's Republic of China agree on a significant manufacturing transformation dimension (China's sports industry accounts for only 0.25% of GDP).

(2) The more likely emerging industries are to become smaller and weaker.

(3) The decline of the national economy and the reduction of returns will cause changes in the methods of survival.

(4) We can reasonably absorb the experience and lessons of advanced industries in the West.

## 4. Threats

(1) Entertainment and the contenders in the personalized sports business are becoming increasingly fierce.

(2) The management level is uneven, resulting in vicious price competition.

(3) The level of diversification is not low, and the adaptability of team

members is high or difficult to be resolute.

(4) Some investors apply the lending position and the unilateral and thorough obligation stance, which has a favorable impact on the transformation of subsidiaries.

#### 4.4 Estimates of annual sales and market share

Statement of estimated profit and profit distribution

project	The number of rows	First year	second year	Third year	Fourth year	Fifth year
一、 Main business income	1					
Among them: (1) Dues	2	0.528	0.6984	0.8381	1.0057	1.2086
(2) Roller skating rink	3	8	9.605	11.52	13.824	14.2287
(3) Yoga room	4	11.4	13.68	16.416	19.6992	20.29015
(4) Fitness room	7	12.8	15.36	18.432	22.1184	22.78195
二、 Main business costs	8					
Among them: (1) the cost of main business	9	23.25	15.825	15.03	16.75	18.95
(2) Heat sales cost	10					
(3) Cost of sales of non-electrical products	11					
Minus: main business taxes and surcharges	12					
Plus: Purchasing and sales revenue	13					
other	14					

三、 Profit from main business	15	15.078	30.2384	40.2401	49.5741	50.4665
Plus: Profit from other businesses	16	12.75	13.5	14	17	20
Minus: Operating expenses	17	3.00	3.65	2.46	2.90	3.30
Administrative expenses	18	1.61	1.61	1.61	1.61	1.61
Finance costs	19	1.21	1.21	1.21	1.21	1.21
other	20					
四、 Operating profit	21					
Plus: Investment income	22					
Subsidy income	23					
Non-operating income	24					
other	25					
Minus: Non-operating expenses	26					
other	27					
Plus: Profit and loss adjustment for previous years	28					
五、 Total profit (total loss is listed with a "-" sign)	29	22.008	37.2684	48.9601	60.8541	64.3465
Minus: Income tax	30	5.502	9.3171	12.24003	15.21353	16.08663
Minority shareholder profit and loss	31					
Plus: Unrecognized investment losses (positive columns)	32					
六、 Net profit	33	16.506	27.9513	36.72008	45.64058	48.25988
Plus: Undistributed profit	34		14.1	20.3	30.5	32.23

at the beginning of the year						
Surplus reserve to make up for the loss	35					
Other adjustment factors	36					
七、 Profit available for distribution in the current year	37	16.506	42.0513	57.02008	76.140575	80.48988
Among them: the withdrawal of statutory surplus reserve	38					
Withdrawal of statutory Community Chest	39					
Withdrawal of reserves from financial institutions	40					
八、 Profits available for distribution to investors	41					
Minus: Distribution of profits externally	42	4.232	7.89	12.4	15.9	19.8
Extract any surplus reserve	43	1.56	3.4	4.3	4.6	5.3
other	44					
九、 Undistributed profits	45	10.714	16.6613	20.02008	25.14058	23.15988

## Section 5

### Marketing Plan

#### 5.1 Overall marketing strategy

1. In the first three years, we will organize colleges and universities to conduct large-scale performances and competitions such as aerobics. Create fitness stars, bodybuilding stars, etc., use media and other means to improve our influence, open training courses, fitness lectures, etc.

In 2.4-5 years, we will collaborate with the major teams in the surrounding area to hold secondary school gym competitions (we have now financed appropriate colleges or large and medium-sized industries), strengthen interaction and collaboration with the media, plan exclusive gym programs, and attract more sponsors and investors. And opened 3-5 chains in the city.

3.6-10 years, strengthen two-way exchanges and cooperation with the National Sports Commission, gym federations and domestic entourage, and prepare for communication and cooperation with international industries. After the maturity of the gravitational plant gym team, it will go out of Shuangyang and expand to other urban university towns, advocating the opening of 10 chains within 5 years.

Together, we will characterize our products through our marketing and sales agencies, shrink our prestige, and draw more secondary schools, more teachers, students, teachers, industry employees and investors out of our team.

## 5.2 Pricing strategy

In order to ensure that sufficient members are recruited at the time of opening, our Gravity Factory Health Club has established the following competitive marketing strategy: First, we widely promote the surrounding areas of the school and decentralized mobile phone chains (related to athletes, such as volleyball modeling, basketball modeling, etc.). In addition to distributing leaflets, it attracts the attention of teachers and students. Secondly, we organize social activities to spread health experience in these middle schools and get teachers and students to the gym. In addition, in order to reduce the number of members and increase revenue, gym teams will issue promotional social activities for recruiting members after the opening. One of our entry fees is \$25 per person. After paying their tickets and packages, members can participate in any team social activities held at the Gymnasium Central Station free of charge. On the occasion of the team, guests can also enjoy the pool, basketball, basketball and tennis courts. The audience ticket is 8 yuan / person, because the total amount is difficult to estimate, the actual income is difficult to estimate. Therefore, this income is not deducted from our financial construction.

## 5.3 Sales process and promotional mix

Later, we held paid competitions such as belly dancing and jazz dance to gather all the students to quit, triggering a gym boom and reducing the prestige of the team. At the same time, we generally collect proposals and proposals from

teachers and students, and reward overcoming program providers in the form of prizes. At the same time, the team vigorously communicated and collaborated with the surrounding stores, and the group carried out social activities that helped all parties to transform, and tirelessly persuaded the stores to obtain funding and reduce our advertising business. On the one hand, we can do in-school publicity for the industry, and on the other hand, on the other hand. It can also portray our social system, obtain funding sources and support, and also attract gym enthusiasts from the remaining social system to withdraw from our team, further narrowing the scope of the team's business, so as to build the purpose and situation of teachers, students, sponsorship and team.

In addition, in order to occupy the market as economically as possible at the end of this emerging service round, we will indirectly with some of the smallest subsidiaries. This will guarantee a contract with the gym team, allowing them to start the team immediately while complying with their exact recommendations. When selling peaks, we employ temporary sales staff who will be trained to take on part of the sales business. Full-time staff are dedicated to daily internships to ensure that any sales opportunities are not bad.

#### **5.4 Distribution and sales**

As the Health Club grows steadily, we will continue to promote and send health club press releases to associations and organizations, including school club organizations and social associations belonging to the target groups of our clubs,

through which to build the credibility of the club and strive for membership. We will also link ourselves, federations or retailers within the neighborhood committee, and solicit their funding via SMS to reduce our poster revenue and reduce advertising costs for our teams. Through these initiatives, we have unremittingly shaped the social system products of the gravitational plant health care team and unremittingly expanded the social system products. The post-marketing internship will be handled by a re-employee who will help customers call, lead customers around the central station and ask questions. Training for re-sales and temporary sales staff will continue. It includes: merchandise experience, business hours, SMS chat skills, awareness of member contracts and gym center station rules and regulations.

## Section 6

### Management Team and Company Structure

#### 6.1 Management team

##### 1. Coordinate direction

The main person in charge is A, the overall direction of the main organization to organize a variety of content planning and operation activities, according to the company's strategy and industry analysis, the development of the operation team phased goals and work plans and decomposition, leading the team to achieve various assessment goals. Continuously improve the relevant systems and business processes for website operation.

##### 2. Market direction

The main person in charge is B, the part of the market direction is mainly responsible for some students who are interested in marketing, and the training of the members responsible for the market direction is mainly the combination of their independent learning and professional teacher training. Therefore, in the marketing stage of the health club, it is hoped to obtain the support of the school, take the entrepreneurial project of the health club as one of the candidate projects for market drills, hold a marketing competition, and the health club team will evaluate and select the excellent team to enrich the market part of the health club.

### 3. Human design direction

The main person in charge is D, for the direction of manpower and design, it will be composed of members of the interest group of the human resources major of our school, who will bring what they usually learn to the health club, and communicate with the instructor of the interest group, and manage and operate the manpower and design direction very well.

### 4. Skills talent management direction

The main person in charge is E. The training of fitness instructors is hoped to be supported by external fitness industry skilled personnel, who can give guidance on the operation of the Gravity Factory Health Club in the early stages, and be responsible for the management of the health club in the early stage of the business. They provide us with the help of skills, and as the business operating costs of the health club are recouped and profitable, Gravity Factory Health Club will consider selecting excellent talents from among them to form a stable team to enrich our team in terms of skills.

### 5. Financial direction

The main person in charge is C. (Financial problems are the disadvantages of entrepreneurship, in the early stage of entrepreneurship, for financial planning, operational cost control and investment is the focus, and financial knowledge learning needs to keep up with the needs of the development of the health club, but the gravitational factory health club entrepreneurial team is a learning team, in

the early stage of health club operation, for the financial starting point is low, lack of professional talents, finance will be a greater disadvantage of our health club entrepreneurial team in the implementation of this project.) However, with the continuous development and improvement of the physical franchise points of the health club, or the addition of professional venture capital funds, we will conduct social recruitment in the later stage, and select excellent people with excellent professional skills and entrepreneurial passion to join, then finance will become our advantage.

## **6.2 Member of the Board of Directors**

The main members of the Gravity Factory Health Club are: A (Team Leader), B, C, D, E.

## Section 7

### Operational Plans

#### 7.1 Business models and procedures

##### 1. Ticket system

Saturday, Sunday, 7:00 a.m. - 24:00 p.m.

Adult: 30 yuan per time, limited to 3 hours.

Students: 20 yuan per time, limited to 3 hours.

Monday to Friday, 7:00am-9:00pm 20% off.

##### 2. Membership System

(1) Gold Card members. 888 yuan / year, anonymous, unlimited, untimed.

(2) Silver Card members. 488 yuan / half a year, anonymous, unlimited, untimed.

(3) VIP Card Membership. 288 yuan / quarter, anonymous, unlimited, untimed.

(4) Ordinary card members. 98 yuan / month, anonymous, unlimited, untimed.

#### 7.2 Place of business

The service of the gym center station is mainly for secondary school students to obtain the venues and equipment to participate in the gym, and there are specialist staff to carry out scientific and technological leadership and education. In

addition, the Central Station is a great contributor to the participation of institutions around the University campus and the extended family.

### 7.3 Facilities and equipment

#### (一) Club floor plan design

The composition of the team and the ratio of the total area of each region are the key to the team designer and future success. By area, roughly divided into...

1. Backstage: cashier/delivery man/counselor.
2. Dining/Rest Stops: Writing, Go, Seawater Bar, Merchandise Area.
3. Changing area, shower area, toilet: girls' lounge/shower room/toilet.
4. The equipment is divided into: oxygen training area, right weight area, specific equipment area, etc.
5. Boxing gymnasium: According to the overall total area of the team and the educational combat strength, establish a table tennis room.
6. Yoga room: room temperature yoga, hot yoga (can be used as a dance room).
7. Rotate the cavity.

#### (二) The design of club equipment

1. Locker room area devices: lockers, shoe racks, benches, etc.
2. Shower room device: hot and cold shower vapor (if the premise can be designer).
3. Oxygen training equipment: spinning bikes, treadmills, elliptical machines,

etc.

4. Volume training device: used as a device for training muscle groups in specific organs.

5. Paid training equipment: bench press, barbell, dumbbell, etc.

6. Aerobics equipment: respect independent country sounds, mats, dumbbells, brakes, exercise balls, etc.

7. Entertainment area: water bar corresponding devices, commodity display cabinets, computers, TV stations, text messages, sound effects and other devices.

8. Employee clothing, health care equipment, member gifts, posters, etc. and seawater, DC, fire and other devices.

(三) Club decoration style design

1. Uniquely designed club logo (located in the most conspicuous place).

2. Signage (the most critical way of engraving and designing).

3. Interior renovation: The painting style of the clubhouse depends on the selection of materials and the background color (sculpture to show the atmosphere of the gym). And set up coach introduction column, excellent staff roster, health knowledge column, team manual and rules and regulations column, member information column, fitness card price column.

## 7.4 Operational strategy and planning

1、Product strategy

(1) Brand building

A brand is a seller's ongoing commitment to provide the buyer with a range of product features, benefits and services. Shaping a good product brand image can not only increase the value of the product, but also bring goodwill to the seller.

### (2) The choice of club exterior

The appearance of the Gravity Factory Health Club is bright red and yellow tones, and the bright tones bring customers the vitality of movement and the impulse to consume.

### (3) The creation of a fitness environment

The team is equipped with air conditioning, which ensures that it is kept warm all year round, so you don't have to worry about the heat such as outdoor practice. At the same time, equipped with lighting cleaning equipment, 24 minutes non-stop internship ensures that there is no need to worry about gas and water pollution, and there is no need to worry about the residual odor of late customers in the sealed dimension. The team is equipped with large floor-to-ceiling windows and ceilings that meet the different needs of different customers to exercise in the privacy of the dimension. Door control and gas power supply above the fan, lockers hanging on the wall and equipped with coat hooks. All exteriors of the team are made of eco-friendly materials to guarantee health and red.

### (4) Selection of fitness equipment

Through the preliminary analysis of the questionnaire survey, integrated with our own experiments, we selected the domestic well-known brand of residual

function treadmill, equipped with 7-inch touch, can build Bluetooth Internet, dance broadcast, And built-in intelligent self-training device, and output personal information automatic decomposition of special driving software. In the future, depending on the customer's demand, the area of fitness equipment may be reduced to include rowing machines and spinning bikes.

#### (5) Extend service functionality

In order to meet the needs of customers to replenish their water after the athletes, vending machines have been set up within the sharing team, so that customers can experience "one-stop" service in the sharing club when they need to replenish their water after exercise.

#### 2、 Price strategy

In the marketing steps of the industry, the "selling price" is the most critical unit, because it is indirectly related to the construction of revenue. Choosing the right price not only reduces the number of customers and makes the product more potential, but also worse, embraces marketing mixing. However, in order to make pricing reasonable and accurate, it must undergo in-depth research and analysis, including estimating consumer demand, grasping market dynamics, and calculating the cost of marketing enterprises. Of course, pricing is not a simple one-time estimation process, and it should follow a certain methodology. First, if a new product is ready to go to market, there are two pricing paths to choose from. Referring to the fitness market, the traditional gym will usually choose a large

number of development members to apply for multi-year annual cards or even lifetime cards at the beginning of operation, so as to quickly obtain huge profits, and then gradually improve the follow-up service, which is the so-called "fat removal pricing", however, the short-term profits also have their drawbacks, that is, it will limit sales and share increases. In addition, with reference to shared bicycles, the initial development is to quickly attract consumers. The use of jokes such as "pay" and "gift", known as "infiltration price", can quickly increase market share. Second, the selling price of a commodity is not always the same after it is confirmed. In order to cope with the changing natural environment of goods, but also according to the sales situation to make a corresponding and timely adjustment, profit, quality, sales volume, price is closely related to the four variables, involving the whole body, so only the price management, in order to ensure the smooth operation of the project. Of course, doing the above two steps does not mean that the company can sit back and relax, because in the "weak and the strong" market, "alone" does not necessarily win the market, because the elimination of the law is also every moment to motivate competitors around them, under this premise, how to develop a competitive price has become particularly important, but also need other marketing means to cooperate, in order to achieve the ultimate strategic goal. According to the current situation that the Gravity Factory Health Club has no direct competitors in the Lanzhou market and the operating costs are much lower than the health club, referring to the sales price of

similar shared club companies on the market, after investigation and analysis, the Gravity Factory Health Club adopts the strategy of "deposit 99 yuan + billed according to the length of exercise", and adopts The price adjustment method depends on the number of customers on Saturdays, from 6 yuan to 18 yuan per minute. Among them, 24:00 - 6:00 is a high peak, the fare is 6 yuan per minute, which can produce a laugh point of "1 cent per minute, enjoy the table tennis room at the door". 6:00 to 9:00, 12:00-14:00 and 18:00 to 22:00 relative to the peak Saturday fare is 18 yuan per minute, and the rest of the Saturday fare is 12 yuan.

### 3、 Channel strategy

A channel strategy is a strategy for conducting various activities to enable target customers to approach and own a product. The channel strategy of Gravity Factory Health Club is mainly in the following ways. First, in view of the characteristics of the customer group marketed by the "sharing + fitness" model, the marketing focus will be on the emerging model of marketing, with the help of social media such as WeChat, Weibo and other information channels, accurate marketing for emerging groups that accept new things quickly and have Internet thinking; The second is to use the partners' contacts and resources who have worked in the media to invite local media reporters in Lanzhou to carry out relevant publicity reports on the theme of the sharing club's first landing in Lanzhou. The third is to distribute high-density publicity materials in the community where the sharing club is located and within a one-kilometer radius of the surrounding area. The fourth is

community marketing, which is publicized in Lanzhou's local fitness enthusiast network community and fitness partners. Fifth, it is promoted through emerging Internet means such as mobile phone APP and WeChat public account.

#### 4、Promotional Strategy

The sales policy refers to the industry's use of advertising, employee sales, public relations and marketing methods to express product information to customers, trigger their hobbies and attention, and incentivize the sale of sexual desire and sales behavior, so as to achieve the goal of reducing sales. Usually through the following two methods: one is employee sales, that is, sales employees and customers face to face sales. Another non-employee selling , That is, to convey information to a large number of customers through the media, mainly including public relations, posters and marketing promotions. The promotion policy of the Gravity plant health team can be passed. First of all, the first phase of opening up to the outside world can invite the neighborhood committee to pay for a feeling, After the selection, the mobile phone APE transmits the two-dimensional code, which is limited to half a minute per person. The second is the soft word promotion of self-media, through the promotion of outstanding co-organizers, so that customers do not feel confident to feel the shared team. Third, in the first week of operation, in order to attract new customers and reduce the customer base, you can enjoy special benefits on the basis of the original price. The fourth is to browse iPhoneBPE, that is, there is a chance to obtain fitness coupons, pay red envelopes

and other gifts. The fifth is to establish collaborative ties with the central government, support civilized urban planning, support social activities such as referendum gyms, and enhance the brand effect and exposure of the industry among the local people. Sixth, the consumer quota can be transferred to the member's score, and the points can be accumulated to a certain amount that can be exchanged for fitness coupons, vending machine drinks and even fitness equipment. Seventh, members receive a fitness voucher for every customer they refer to pay a deposit and the precise consumer is less than 10 minutes, and for every 5 precise customers introduced, they have the opportunity to receive an appropriate sightseeing reward.

## Section 8

### Production Planning and Development Planning

#### 8.1 Development status and tasks

At the beginning of its establishment, the club was positioned in the university market, and through the development of stable growth, the adjustment strategy was oriented the consumption level of commodities in other domestic colleges and social systems is relatively high. On top of the supervision of aerobic sports, boxing medical and other plans, rooted in their own weaknesses, transforming the characteristic business (focusing on social science care), applying unique operating ideas, strategies and regulatory methods, producing our unique team art, and pioneering a gravity factory health club brand, in the surrounding schools and large and medium-sized industrial commodities, attracting more teachers, students, employees and industrial employees to withdraw from our team in order to seek long-term cooperation with well-known enterprises.

#### 8.2 Challenges and risks

##### (一) Technical risks

1. Self-employment, experience and insufficient funds.
2. It was less well-known at first.
3. After a period of exercise, the enthusiasm of the students decreases.
4. When there are too many people, the fitness needs of each student

cannot be fully met.

## (二) Internal risks

### 1. Financial risk

Fitness Club Financial Risk refers to the uncertainty of whether the financial returns of a health club are different from expected returns due to various uncalculable and controllable factors in the social activities of various financial industries. The financial possibilities of a gym team are the most important of the kind, which explains that as an industrial gym team, the financial possibilities must be highly valued. Fiscal possibilities include external fiscal possibilities and internal fiscal possibilities. External fiscal possibilities mainly include financing possibilities, asset return possibilities, liability possibilities, tax possibilities, cash flow possibilities and related fiscal possibilities. Internal financial possibilities mainly include financial decision-makers, financial calculations, financial control, financial management, and the possibility of group establishment. Among them, the possibility of financing, the possibility of asset destruction, the possibility of financial decision-makers, the possibility of financial industry collisions, the possibility of financial cheating and the establishment of financial management organizations should be the top priorities.

### 2. Personnel risk

Personnel risk refers to the possibility that a health club may be harmed by a health club staff or member in the course of enjoying fitness services. Personnel risk in health clubs ,it mainly includes the possibility of employees and the possibility of

group membership, while the possibility of employees mainly includes the possibility of decision-making, the possibility of performance, the possibility of employee damage, the possibility of employee moral hazard, the possibility of employee skills, the possibility of brain drain, the possibility of staff not being treated as a worker, and the possibility of employee wage supervision. The possibility of membership mainly includes the possibility of casualties of members, the possibility of damage to members and the possibility of reporting by members. Among them, decision-making, executives, employee outflow, member outflow, and the possibility of damage to team members in car accidents are the top priorities of gym team owners.

### 3. Hardware risk

The CPU possibility of a health club refers to the risk of a team losing its operations due to various uncalculable and controllable factors in the process of selecting and ordering, renovating and downgrading, revising and protecting its own CPU service facilities. The CPU possibilities of the health club mainly include the possibility of reconstruction, the possibility of protection and revision, the possibility of venue orientation, the possibility of carton and the possibility of natural environment. Among them, the possibility of building a gymnasium, the possibility of safety in the natural environment of the gym, and the possibility of using fitness equipment are the most respected by the owner.

### (三) Market risk

The commodity possibilities of a health club refer to the fact that they may suffer casualties due to various uncalculable and controllable reasons in the process of market competition and changes in the natural environment of the goods. The merchandise possibilities of the team include the likelihood of a general merchandise and the likelihood of a specific commodity. Usually the product possibilities include the competitor of the merchandise, the market share competitor, the prestige possibility, the acquisition possibility, the customer possibility, the potential competitor possibility, and the manufacturer possibility. The possibilities of a particular commodity include natural possibilities, social possibilities, national economic possibilities, and policy and management possibilities. Among them, commodity talent competitors, market share competitors, prestige possibilities, acquisition possibilities, and national economic reasons are the top priorities for team owners.

#### 4. Marketing risk

Health club marketing possibility refers to the risk that the gym team will be cut off, lose or fail to construct the expected marketing purpose due to the impact of various uncalculable random reasons in the marketing process. Gym team marketing possibilities include the possibility of goods, the possibility of price, the possibility of chain stores, and the possibility of promotion. Product possibilities include gym products and technology replacement possibilities, gym business designer possibilities, product orientation possibilities, business volume possibilities,

punctuality possibilities, product possibilities, etc. Price possibilities include the possibility of selling prices for group members. The chain store possibilities include the possibility of the team switching to the chain store. The possibility of promotion includes the possibility of selling, the possibility of selling price, the possibility of safety of marketing social activities, the possibility of promotion benefits, and the possibility of promoting social benefits. Among them, the possibility of replacement of gym products and technology, the product orientation of the gym business, the volume of the business, the price of the membership card and the sales price are the most concerned problems for team owners.

### 8.3 expenses

#### (一) fitment

The cost is 200,000 yuan

1. The wall uses a waterproof device to accurately avoid public sound intrusion, and the material cost is 50,000 yuan.

2. Low volume is recommended for water surface. The jump performance is poor, and the Pahang state has the right softness and has a certain maximum point.

3. The exhaust device is unimpeded. In addition to a few ventilation windows in the bedroom, at least three large central air conditioners must be sold, and the cost is controlled at about 30,000 yuan.

4. The eyes on the three walls of the boxing gymnasium should be sufficient and small, the front should set up a head coaching platform, and the audio

equipment should be complete.

5. Dim indoor lighting installation. The drainage system is unimpeded to ensure cold water after the athlete is finished.

6. Heating is convenient, and the indoor temperature in winter and summer should not be too small.

## (二) Equipment configuration, procurement

1. Approximately USD 250,000 USD.

2. 15 sets of electric running machines, 10,000-26,000 yuan / set

3. T dorsal pull, which is conducive to the perching of abdominal blood vessels. 1000-3000 yuan / unit.

4. Butterfly clips the abdomen to reduce abdominal blood vessels. 3000-10000 yuan / unit.

5. Sit and push shoulders 2 sets. 3000-8000 yuan / ×2, counting 6000-16000 yuan

6. 3 bench presses. 1000-2000 yuan / ×3, counting 3000-6000 yuan

7. 1 Smith squat frame. 3000-10000 yuan / pcs

8. Yoga mat 50 pieces, 30-50 yuan / block, counting 1500-2500 yuan

## 8.4 Intellectual Property Rights

Trademark registration, patent information, copyright registration information, domain names, qualification certification.

## Section 9

### Financial Forecasts

#### 9.1 Funding sources and instructions for use

The total investment of the project is 2 million yuan, of which 1.4 million yuan is invested in construction and 600,000 yuan is invested in working capital.

Funding comes from two sources:

1. The company's own funds of 1 million yuan, of which the entrepreneurial team internal financing investment of 600,000 yuan, venture capital of 400,000 yuan, in the second and third years to prepare to attract venture capital investment of 800,000 yuan, for working capital investment. It will invest 600,000 yuan in the second year and 200,000 yuan in the third year.

2. The bank borrows 200,000 yuan for liquidity investment, and the company will borrow according to the specific operating conditions.

#### 9.2 Assume a table

Unit (Yuan)	First year	Second year	Third year	Fourth year	Fifth year
revenue					
Dues	5280	6984	8381	10057	12086
Roller skating rink	80,000	96,050	115,200	138,240	142,287
Gymnastics room	114000	136800	164160	196992	202901.5
Fitness room	128000	153600	184320	221184	227819.5
other	127500	135000	140000	170000	200000
gross income	514562.5	602187.5	700620	842734	902516.5

Direct spending					
Roller skating rink	20500	250	250	250	250
Fitness room	30000	500	750	750	750
bathroom	10000	250	250	250	250
other	20000	20000	6300	6500	7000
Total direct cost	100500	21750	8300	8500	9000
Indirectly spent					
Repair costs	5000	6000	6500	7000	7500
Utility bills	17000	17500	18000	18000	18000
other	10000	10500	12500	14000	15000
Personnel salary and benefits	100000	102500	110000	120000	140000
Total indirect costs	132000	136500	142000	159000	180500
net income	414062.5	580437.5	692320	834234	893516.5

### 9.3 Estimated financial statements

Project (unit: 10,000 yuan)	The number of rows	of year	First	The second year	Third year	Fourth year	Fifth year
一、Main business income	1						
Among them: (1) membership fees	2		0.528	0.6984	0.8381	1.0057	1.2086
(2) Roller skating rink	3		8	9.605	11.52	13.824	14.2287
(3) Yoga room	4		11.4	13.68	16.416	19.6992	20.29015
(4) Fitness room	7		12.8	15.36	18.432	22.1184	22.78195
二、Main business costs	8						
Among them: (1) the cost of main business	9		23.25	15.825	15.03	16.75	18.95
(2) Heat sales cost	10						
(3) Cost of sales of non-electrical products	11						
Minus: main business taxes and surcharges	12						
Plus: Purchasing and sales revenue	13						
other	14						

三、 Profit from main business	15	15.078	30.2384	40.2401	49.5741	50.4665
Plus: Profit from other businesses	16	12.75	13.5	14	17	20
Minus: Operating expenses	17	3.00	3.65	2.46	2.90	3.30
Administrative expenses	18	1.61	1.61	1.61	1.61	1.61
Finance costs	19	1.21	1.21	1.21	1.21	1.21
other	20					
四、 Operating profit	21					
Plus: Investment income	22					
Subsidy income	23					
Non-operating income	24					
other	25					
Minus: Non-operating expenses	26					
other	27					
Plus: Profit and loss adjustment for previous years	28					
五、 Total profit (total loss is listed with a "-" sign)	29	22.008	37.2684	48.9601	60.8541	64.3465
Minus: Income tax	30	5.502	9.3171	12.24003	15.21353	16.08663
Minority shareholder profit and loss	31					
Plus: Unrecognized investment losses (positive columns)	32					
六、 Net profit	33	16.506	27.9513	36.72008	45.64058	48.25988
Plus: Undistributed profit at the beginning of the year	34		14.1	20.3	30.5	32.23
Surplus reserve to make up for the loss	35					
Other adjustment factors	36					
七、 Profits available for distribution in the current year	37	16.506	42.0513	57.02008	76.140575	80.48988
Among them: the withdrawal of statutory surplus reserve	38					
Withdrawal of statutory Community Chest	39					

Withdrawal of reserves from financial institutions	40					
八、Profits available for distribution by investors	41					
Minus: Distribution of profits externally	42	4.232	7.89	12.4	15.9	19.8
Extract any surplus reserve	43	1.56	3.4	4.3	4.6	5.3
other	44					
九、Undistributed profits	45	10.714	16.6613	20.02008	25.14058	23.15988

#### 9.4 Predictive income reports

See table of assumptions 9.2;

#### 9.5 Projected balance sheet

See 9.6 Estimated Cash Flow;

#### 9.6 Estimated cash flow

Organizer: Force & Beauty Health Club					Unit:	Ten thousand yuan
project	The number of rows	First year	The second year	Third year	Fourth year	Fifth year
一、Cash flow from operating activities:	1					
Cash received from the sale of goods and the provision of services	2	15.078	30.2384	40.2401	49.5741	50.4665
Tax refunds received	3					
Incoming and outgoing cash received	4					
Other cash received in connection with operating activities	5	12.75	13.5	14	17	20
Cash inflow subtotal	6	27.828	43.7384	54.2401	66.5741	70.4665
Cash for the purchase of goods and the acceptance of payment for services	7					
Cash paid to and for employees	8	10	10.25	11	12	14
All taxes paid	9	5.502	9.3171	12.2400	15.2135	16.0866
Paid cash in the current of the subordinate level	10					
Other cash paid in connection with operating activities	11	2.3	3.1	2.8	3.5	4.90

Cash outflow subtotal	12	17.802	22.6671	26.04003	30.713525	34.98663
Net cash flows from operating activities	13	10.03	21.07	28.20	35.8675	35.48
二、Cash flows from investing activities:	14					
Recovery of cash received for investment	15					
Cash received for the proceeds of the investment	16					
Net cash recovered from the disposal of fixed, intangible and other long-term assets	17					
Other cash received in connection with investment activities	18					
Cash inflow subtotal	19					
Cash payments for the acquisition and construction of fixed, intangible and other long-term assets	20	16.10				
Cash paid for investment	21					
Other cash paid in connection with investment activities	22					
Cash outflow subtotal	23	16.10				
Net cash flows from investing activities	24	-16.10				
三、Cash flows from financing activities:	25					
Absorb the cash received by the investment	26	18.00				
Cash received on the loan	27	12.00				
Other cash received in connection with fund-raising activities	28					
Cash inflow subtotal	29	30.00				
Cash paid to repay debts	30		3.00	3.00	3.00	3.00
Cash paid for the distribution of dividends, profits or interest payments	31	1.21	1.21	1.21	1.21	1.21
Other cash disbursements related to fund-raising activities	32					
Cash outflow subtotal	33	1.21	4.21	4.21	4.21	4.21

Net cash flows from fund-raising activities	34	28.78	-4.21	-4.21	-4.21	-4.21
四、 The impact of exchange rate changes on cash	35					
五、 Net increase in cash and cash equivalents	36	22.71	16.86	23.99	31.65	31.26

## 9.7 Ratio analysis

From the table above, we can calculate that the payback period is 4.8 years, so as long as the club operates according to our expected plan, it can recover its costs in about five years and start to make a profit.

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