

Business Plan – (CLUB NAME)

Executive Summary

Vision:

To become the leading martial arts academy in [**Your Town**], inspiring children and adults through Taekwondo to grow in confidence, fitness, and discipline.

Objectives:

- Enrol 100 active members within 12 months
- Secure local school partnerships for outreach
- Maintain a 90% monthly student retention rate
- Generate £10,000/month in recurring revenue by year 2

Summary of Key Points:

- Hybrid voluntary/commercial model: combining paid services with community outreach
 - Focus on children (6–14) and working professionals
 - Unique value: leadership training, confidence-building, and family inclusion
 - Diversified revenue: classes, private training, uniforms, grants
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Club Description

Purpose:

To offer high-quality Taekwondo instruction that fosters mental and physical development in a safe, inclusive, and inspiring environment.

Type:

Commercial club with community/voluntary components (e.g., discounted access for low-income families).

Size:

- Startup phase: ~60 students
 - Target: 120 active students
 - Facility: Shared community centre space, 5 sessions/week to start
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Market Analysis

Local Demographics:

- Population: [insert population] in [**Your Town**]
- 18% of population under 16
- High demand for extracurricular activities post-COVID
- Local primary/secondary schools within 2 miles

Competition:

- 3 martial arts clubs in the area
 - Focused on self-defence only, not personal growth
 - No structured progression path or confidence tracking
- 2 dance/gymnastics schools (indirect competition)
- 5 Football Clubs (indirect competition)

Market Gaps:

- No martial arts club offering emotional growth + family integration
 - Limited flexible scheduling for working parents
 - Few offerings for kids with low confidence or SEN
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Organisation & Management

Structure:

- **Club Director/Head Instructor** – Full-time (paid)
- **Assistant Instructors** – Part-time, drawn from senior students
- **Operations & Admin Volunteer** – Manages signups, uniforms, event planning
- **Parent Ambassador Team** – Volunteer group for outreach, events, support

Governing Policies:

- Enhanced DBS checks for all staff
 - Child protection and safeguarding policies in place
 - Ongoing instructor CPD
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Services Offered

Service Type	Description
Group Classes	Kids (4–6, 7–11), Teens (12–16), Adults (16+)
Private Lessons	1:1 sessions for skill boost, competitions, or confidence coaching
Family Classes	All-ages Saturday sessions with focus on bonding
Leadership Program	Invite-only junior instructor training & personal development
Merchandise	Branded uniforms, belts, bags, and sparring gear

Funding Sources

Source	Use
Membership Fees	Core revenue: monthly subscription model (£89–139)
Private Lessons	High-margin, by appointment
Uniform Sales	Branded gear + exam packs
Grants	Local council youth activity grants, Sport England
Sponsorship	Local business partnerships (uniform logos, event sponsors)
Fundraisers	Belt graduations, community events, showcase nights

Financial Projections (Year 1–2)

Category	Amount (Monthly)	Notes
Revenue	£10,000+	100 members avg. @ £100/month
Instructor Pay	£2,000	Director + assistants
Rent	£1,200	Community space 5 days/week
Marketing	£500	Ads, website, flyers
Software/Admin	£250	Booking + CRM system
Gear Costs	£300	Uniform stock, belts
Net Profit	~£5,500/month	With 100 members

Break-even point: ~45 students at £100/month average

Marketing & Growth Strategy

Outreach:

- Free 7-Day Trial Campaign via Facebook Ads
- School demos, assemblies, and flyer drops
- Open house events with taster classes
- “Black Belt Confidence Challenge” – 30-day promo

Partnerships:

- Local schools (curriculum enrichment & afterschool clubs)
- Youth organisations (Scouts, Girlguiding, local councils)
- Parent groups on Facebook + WhatsApp

Content Strategy:

- Weekly social media (student spotlights, parent testimonials)
- Monthly emails with class highlights & tips
- Blog: “Martial Arts & Child Confidence” (SEO + authority)