

CrossFit Rolesville Business Plan

Revised January 2020

BUSINESS DISCRIPTION

CrossFit Affiliate Name: Crossfit Rolesville

New Location: Granite Falls Blvd., Rolesville, NC

Proposed Start Month: August 1, 2020

Owners: Megan McArn, Thomas McArn, and Mark McArn

Trainers: Megan McArn, Thomas McArn, Peter, Nick, Graham, John

Objective: To lead others safely and effectively to a healthy and active lifestyle with the CrossFit concept of "constantly varied, high-intensity, functional movement". As well as create a strong relationship and bond among all athletes, families, and the surrounding community.

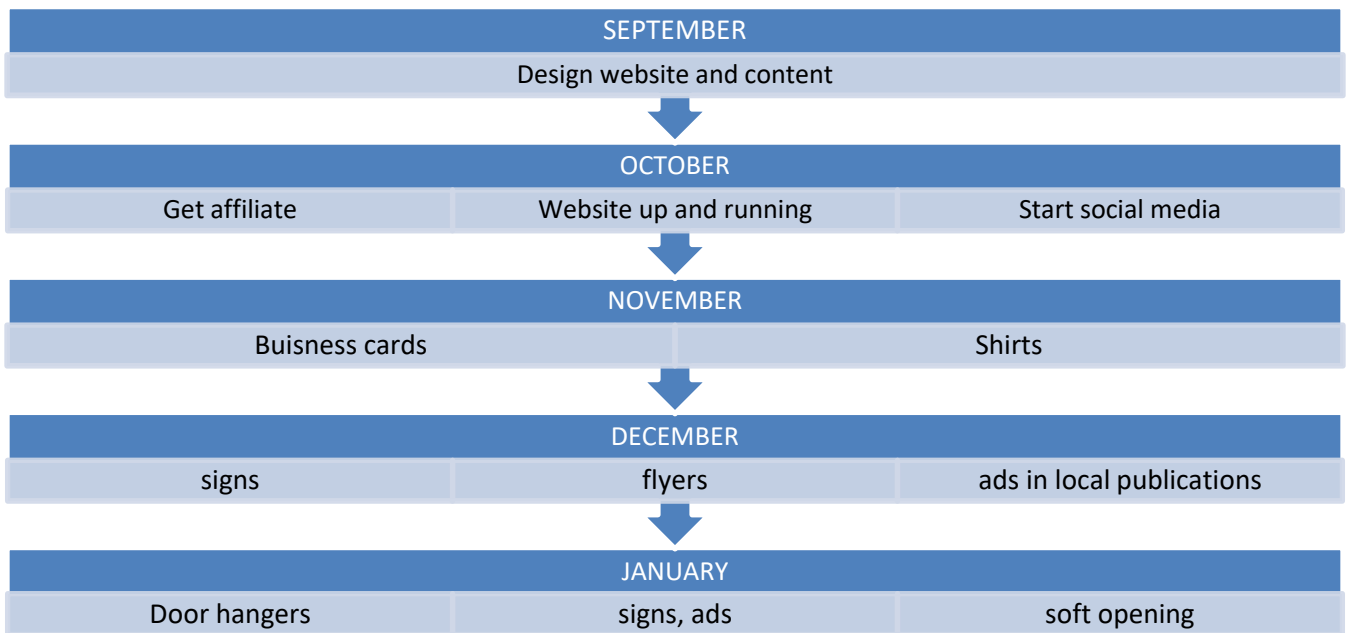
MARKETING & ADVERTISING PLAN

- I. Demographics & Target Market
 - a. Rolesville, NC
 - i. Population estimated for 2015 – 58,075 (5 mile radius)
 - ii. Median HH Income est. for 2015 - \$82,562 (5 mile radius)
 - iii. Median Age 2010 – 35.1
 - iv. Population growth between 2000-2010 – 315%
 - b. Competitive Analysis
 - i. No other CrossFit boxes in the town of Rolesville
 - ii. Closest Boxes are in Wake Forest
 - iii. Biggest competition in Rolesville is the Granite Falls Swim & Athletic Club
 1. They do offer Yoga, cardio classes, and a barbell strength class

- iv. We will be different from GFW&AC because...
 - 1. Smaller one on one type classes
 - 2. More community bond
 - 3. Care more about technique and safety
 - 4. The "CrossFit" name
- II. Marketing Strategies
 - a. Soft Opening "Special" & Open House
 - i. Example: Sign up before Feb 28. For \$50 and get unlimited classes until March 15.
 - ii. Pros – get some buzz going on, make sure everything runs smooth for grand open, reward early supporters, get feedback, ideas for grand opening
 - iii. Have games, food, small WOD, music, balloons, signs
 - b. Signage and Location
 - i. Signs – A-frame, window signs, street (picket) signs, flyers in other businesses, main overhead sign
 - ii. Very visible from street, main road (401/main street)
 - c. Website and Affiliate
 - i. Affiliate – will be located on CrossFit.com, people can search on CrossFit.com
 - ii. Website – a tool for advertising (see "Website" for more info)
 - d. Street Marketing – passing out flyers around restaurants, Wake Tech, other businesses
 - e. Door Hangers – placing an awesome and appealing door hanger on all residents door in a 10 mile radius of location
 - f. Member Referrals (see Pricing for more info)
 - g. Community Involvement – post opening advertising.
 - i. Examples: raising money for charity, participating in local race, doing group activities
 - h. Social Media – pre and post opening advertising!
 - i. Create and maintain an account for each major social media site such as Facebook, Twitter, and Instagram (See "Social Media" Section for more info)
 - i. Go to, promote, and possibly participate in local CrossFit competitions
 - j. "Bring a NEW friend" special
 - k. Offer bulk deals to police, fire, and schools
 - l. Press Releases, News Paper, TV

- i. Promote CrossFit Box to local publications by sending out Press Releases (Pre and post opening)
- ii. TV Screen advertisement in businesses
 - 1. Jonathan Davis – Dynamic Digital Design
- m. Athlete of the Month – Post opening
 - i. Appreciation for our athletes = happy members = tell a friend
- n. One weekly free class
 - i. Community WOD – fundamentals, not as intense
- o. Word of mouth
 - i. Happy members will tell others!
- p. Plan outdoor activities/WODs
 - i. By-passers will see, attract attention
- q. Box Merchandise
 - i. Shirts, jackets, hats

MARKETING TIMELINE



HOURS OF OPERATION

Hours of operation can possibly change due to demand of clients.

MONDAY – FRIDAY

5:30am → early risers/before work
6:30am → before work
9:30am → house moms/dads
4:30pm → students/work from home
5:30pm → off work
6:30pm → off work

SATURDAY

10am → WOD
Community WOD?
11-12pm → Open Gym

SUNDAY

Open Gym?

**Need time slots for yoga and mobility class.*

**Possibly time slots for CF Kids, Cardio CF, other classes*

**Chiropractor/massage times*

All scheduling will be done through Wodify.

- Clients MUST schedule online before attending a class
- \$1.75/athlete (caps at \$350) that we will pay
- Easy, user friendly, and modern
- Athletes must log in to each class

PRICING & DISCOUNTS

Pricing Options (up for debate, below are just different ideas we can use)

1. Adult Monthly Rates
 - a. Unlimited - \$160
 - b. 3x/week - \$130
2. Monthly Rates with Contracts
 - a. 6 month unlimited - \$160
 - b. 12 month unlimited - \$150
 - c. 3 month contract then monthly thereafter - \$160
 - i. 2 months member fee if athlete cancels contract
3. Drop-In Fees - \$15

4. Yoga and Mobility classes
 - a. Free for all members
 - b. Punchcard or drop in rate for others
5. Group Deals
 - a. Business groups, police, fire department, etc.
 - b. Pricing to be discussed
6. Eventually – CrossFit Kids, Barbell Club, Competition Classes, etc.
7. Discounts - \$130
 - a. Spouses/domestic partner, First Responders, Police, Fire, Active Military, Full Time Students, K-12 educators
 - b. All must show proof
8. Wodify will manage all accounts
9. Referral Discounts
 - a. \$25 off one month if a new member signs up
10. First class free

WEBSITE

Redwood Productions will be creating our website with WordPress. Estimated cost will be about \$3000. Website should clearly portray our business motives, be a useful tool for current members, and help assist new clients.

- HOME PAGE
 - o Modern, up-to-date, professional, simple, easy to navigate, contains real looking people
 - o Pictures of our facility, actually athletes at our box
- ABOUT US
 - o Program list (if we have multiple), "what is CrossFit", Coaches bio with pictures, our facility (map, pictures, equipment), box rules
- SCHEDULE
 - o Embed Wodify schedule
 - o Easy to read and sign up
- RATES/MEMBERSHIP OPTIONS
 - o Easy to understand, make clear all they are getting
- MEMBERS
 - o Pictures of actual members, member bio, athlete of the month, testimonials, before and after, success stories
 - o Past WODs, Wodify log in, Blog
- CONTACT US

- Email, address, phone number, map, comment box, social media links
- GETTING STARTED
 - Sign up for a free class, foundations
- FAQ's
- NUTRITION
 - Recipes, ViSalus, etc.
- GALLERY
 - Social Media posts, events

WEBSITES I LIKE:

- CF Invoke
- CF Wake Forest
- CF RDU
- Red Dog CF (only pricing layout)
- CF Triad
- CF Albany

SOCIAL MEDIA

- Have an account for all major social media sites
 - Facebook, Instagram, Twitter, and Pinterest
- Actively update and post
 - Pictures and videos of athletes (all, not just ones who are good at CF)
 - Praise for PRs or other awesome achievement
 - Pictures of community events
 - Technique videos and helpful articles
 - Motivational and Inspirational quotes
 - Useful tips for technique and nutrition
 - Healthy recipes
 - Blog updates

BOX APPEARANCE

We want to create an awesome and safe space that encourages people to work out (and even hang out!).

- Equipment
 - Again Faster
 - New – estimated cost will be around \$20,000
 - See attached list
 - Flooring – ¾" rubber flooring
 - All equipment will be organized with racks and shelves
- Color scheme (could depend on name)
 - Wall ball target or line on walls

- Motivational quotes
- Wodify Computers
 - Login, modern
 - Chromebox -\$699; Apple - \$1299
- Bathrooms will always be clean and stocked
 - Offer towels, water, fruit in back area near bathrooms
- Secondary room
 - Hang out space, kids room, yoga/mobility room
- Layout – refer to layout attachment
 - 3600 square feet
 - Nice bathroom facility with storage
 - Front office/welcoming area
 - Secondary room
 - CONS – low ceiling height and no loading dock door
 - Both can be dealt with or either fixed

HIRING COACHES

- Needs background in CrossFit and Olympic weight lifting
 - Olympic certifications, CrossFit L1 cert, competed in competitions, coaching experience, personal training experience
- Needs to be sociable, friendly, and communicates well
 - Also needs to understand our goals and situation
- Needs to sign a non-compete clause
 - Upon leaving, the coach cannot compete within a certain time and radius of our box
- Pay - \$30 per class/hour
 - We want to compensate for understanding our situation and being a good coach
- Needs to understand their written job description detailing their responsibilities

NEW ATHLETE PROCESS

- Whether we have a foundations class or not, there will be no extra cost besides the membership rate
- First class free

- Must call for a consultation
- We can be prepared if we have several newbies and need an extra class
- Foundations integrated into regular classes
 - Always explain movements and lifts to entire class
 - Specifically spend a little more time with newbies in class, may need second coach
 - Magnify their strengths in some way
- On-ramp foundations class
 - Once or twice a week
 - Possibly integrated into our free WOD
- Follow up phone call or email
 - How'd they like the class? Explain rates.

NUTRITION

As a fitness business, we would like to stress the importance of nutrition that goes along with their workouts and provide athletes with information to live healthier lifestyles.

- Protein shakes – ViSalus, other popular brands with CrossFit
 - Promote protein shakes, have available (bags) at box
- Have nutrition seminars
 - Hire a nutritionist to come a talk at our box
- Create a few meal plans for athletes
 - Added revenue stream - \$25
- Nutrition blog or tab on website
 - Post several tips
 - Healthy recipes
 - Understand different “diets”
- Cooking class

OTHER REVENUES

- Merchandise
 - Shirts, jackets, hats – Steve's Tees
 - Logo, our motto, cool sleek design
 - Can be bought in box or on Wodify
- Yoga
 - Free for members
 - Punchcard or drop-in fee for non-members

FUTURE CLASSES

- CrossFit Lite – for older people, out of shape people, people scared of the intensity of a regular class
- CrossFit Cardio – more cardio and body weight, geared towards women who are afraid they will “get big”
- CrossFit Women (Barbell Bettys) – class of only women IF there is a demand
- CrossFit Kids – crossfit classes for kids only, teaching them the basics with fun WODS and activities

COMMUNITY

We want to create a strong community within our box and with the surrounding Rolesville area.

- Group Fitness activities
 - o SUP, biking, running a 5k together, going to crossfit competitions, cookouts, etc.
 - o Always have events scheduled and posted
- Helping out Rolesville community
 - o Supporting fire/police departments, raise money for something to go back to the community, sponsor local sports team, etc.

OPERATIONS & MANAGEMENT PLAN

There will be three owners; Megan McArn, Mark McArn, and Thomas McArn; of the CrossFit box that put forth the same amount of investment, \$15k.

- Megan will be in charge of most of the responsibilities at the beginning which in return will be allocated a great profit until Thomas returns.
- While Thomas is in Hawaii, he will be in charge of helping Megan and other coach program.
- Mark will be more or less a third party helper when needed as well as the “tie breaker” vote in any split decisions between Megan and Thomas.
 - o Mark will also eventually be bought out by Megan and Thomas.
- Responsibilities when Thomas returns...

Megan

Website

Social Media

Coaching

Social Coordinator

Book Keeping & Finances

Marketing Manager

Member Retention

Thomas

Programming
Coordinator

Social Media

Coaching

Facility Manager

Marketing Assistant

New Employee Trainer

- Dual responsibilities will include coaching, social media, and marketing.
 - o Coaching – each owner should instruct some classes as well as participate.
 - o Social Media – each owner should be able to post to social media sites
 - o Marketing – owners should always be marketing, but bigger projects must be approved by Marketing Manager

In House Competitions

- CrossFit Rolesville's competitions are held at CFR's facility. They average about 60 participants. About 100-120 total patrons, including participants, will be there throughout the entire competition. There will be no more than 60 people in the gym at one time. CFR competitions start promptly at 8am and end around noon. During these competitions, we draw local support for vendors and sponsors. We usually have about 3 vendors who set up inside of the facility. And about 10-15 sponsors.
- Parking: Onsite parking and Granite Falls Blvd. street parking.
- CrossFit Rolesville will obey the Town of Rolesville's noise ordinance at all times.