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**TEMPLATE**

**Business Plan Template for Your Dojo**

**(Your Business Name)**

**Business Plan**

**Executive Summary**

**Business Overview**

Provide a brief overview of your martial arts business here. Where will you be located? What type of services will you offer? This will be your “elevator pitch.”

**Mission and Culture**

What is the mission/vision of your business? What are your values?

**Target Market**

Who is your ideal student? Why would that audience be attracted to your business?

**Services and Offerings**

What are your hours? What kind of services will you offer? What kind of classes? Other types of services?

Will you offer any virtual services (live stream, on demand, 1:1 or small group sessions)?

**Market Overview and Competitive Analysis**

What does your market look like? What are the demographics of your area/location?

What types of competitors are currently in your market area?

What makes your business different and better than your competition? Why would someone visit your academy versus another in your area (e.g., services differentiation, location, you and your staff are more skilled at a particular type of training, you offer something unique like fitness tracking programs, etc.)?

What are some of the challenges you might face in your market (e.g., lots of competition, difficult parking, location challenges, market demographics such as highly transient, etc.)?

**Organization and Management**

**Staffing**

Will you manage your various offerings or will you have an employee who owns or is solely dedicated to each?

Will your instructors be employees or independent contractors? Note: Please consult local legal counsel for advice on the best approach for your location.

How will you pay staff? Will it be a flat rate? Hourly? Based on certification level? Will it differ between in-person and virtual offerings? Will your business provide additional insurance for instructors? Or will you require them to provide their own?

Will you provide staff incentives (bonuses, free classes, discounts on merchandise, etc.)? What will be your measure of staff success (memberships, increased retention, etc.)?

Have you created an employee or contractor “handbook” that outlines your expectations for staff, including any specific requirements related to video and a media release?

**Software**

What business management software will you be using? ***We recommend getting your business management software set up prior to your open date so you can become proficient in managing the software and reports before you open.***

How will you be trained on the software to ensure you’re using all the features to your maximum benefit? How will you ensure your staff knows how to use the software and any equipment properly?

**Bookings**

How will students sign up for memberships and/or book classes?

**Credit Card Processing**

How will you manage payments for memberships and retail products?

What kind of point-of-sale (POS) solution will you have? Will you have a mobile credit card processor?

**Pricing and Retention**

**Pricing**

What are your pricing strategies?

What is your drop-in price?

Will you charge cancellation fees?

What is your membership pricing strategy? Will you offer other benefits to membership (e.g., lockers, discount on retail, priority class sign up)?

Will you offer flexible pricing and introductory offers? How will you promote these?

**Retention**

What strategies will you have in place to retain students?

What are your retention goals?

What percentage of your students do you want to be members?

**Marketing and Sales**

**Brand Identity**

What is your brand identity (include colors, imagery, fonts)?

Who will help you develop your branding?

Have you confirmed your name/brand does not conflict with others in the market?

**Website**

Who will build and maintain your website? Who will maintain it? When will your website go live? ***Plan to have it up 90 days before opening.***

Does your business software integrate with your website so students can buy memberships and sign up for classes directly from your website?

What search terms will students use to find your offerings? Are you using those terms on your website so they can find you?

**Social Media**

What social channels are you going to use to promote your business (Facebook, Instagram, TikTok, Twitter, Pinterest, etc.)?

Who will manage and monitor those channels on a daily basis (post new content, respond to questions, reply to feedback–both positive and negative)?

Will you invest in paid social media?

**Advertising**

Where else will you advertise (local papers, billboards, online, etc.)?

**PR & Influencer Marketing**

Can you reach out to local press with unique ideas?

Can you partner with other businesses in your area to promote your business?

Are there local events you can participate in to showcase your offerings?

Are there influencers who can help you get the word out?

**Opening Marketing Strategy**

What are your launch plans? How will you initially get students to your business?

Will you offer any pre-launch promos (e.g., discounted memberships or special intro offers if sign up occurs before opening)?

**Equipment and Retail**

**Equipment Needs**

List the equipment you’ll need.

***Double click on the chart to input into the Excel spreadsheet***



**Retail Needs**

Will you be selling apparel? Equipment? Other branded items? Calculate your costs here.

***Double click on the chart to input into the Excel spreadsheet***



**Financial Projections**

**Start-Up Costs**

List the costs associated with starting your business.

***Double click on the chart to input into the Excel spreadsheet***



**Ongoing Costs**

Estimate your ongoing costs to run your business.

***Double click on the chart to input into the Excel spreadsheet***

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**Funding**

How will you fund your business? Do you need to secure additional funding?

**Key Performance Indicators and Future Vision**

**Success Measurements**

How will you measure success? What metrics will you use to measure progress and success (e.g., memberships, revenue, class capacity)?

Set defined goals and make sure you measure and record progress each month.

**Breakeven Analysis**

What will it take to break even?

***Double click on the chart to input into the Excel spreadsheet***

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**Future Vision**

What is your future vision? Where do you see your business in one year? Three years?

Do you plan to open additional locations? Expand? Add new services?

**Mindbody has everything you need to run your martial arts business and achieve your goals. Visit** [**mindbodyonline.com/business/fitness-software/martial-arts**](https://www.mindbodyonline.com/business/fitness-software/martial-arts) **to find out more.**

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