



Assignment - Building a new Personal Training Business (Business Development Plan)
Business acumen for the Personal Trainer

Developing a new personal training business assignment

1. SWOT analysis
2. Business development plan
3. PDP

Strengths	Weaknesses
1	1
2	2
3	3
4	4
5	5
Opportunities	Threats
1	1
2	2
3	3
4	4
5	5

Marketing technique evaluation

<p>Identify a market research evaluation technique which might suit your business</p>	
<p>Discuss the advantages and disadvantages of using this technique</p>	
<p>Discuss how this research be conducted</p>	
<p>Discuss how this research be analysed</p>	

2. Business development plan

Aims and objectives	
Stages and milestones	Unique selling points (USPs)
Marketing strategy	
<p>Discuss how you might use branding, marketing and sales to raise awareness and ultimately have people buy your product</p>	

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

	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	
How each application will be used to monitor, interpret and manage business data	

This Learner Achievement Portfolio (LAP)
was developed in accordance with
Focus Awards qualification structure.

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