

## Businessplan for weightloss coaching

### Executive summary

### BUSINESS DESCRIPTION

Anna Kowalska is a Weight Loss Coach who is specialised in helping her clients achieve their weight loss goals and improve their health and is focused on her clients' well-being, both online and at my place in London, the capital city of England and the United Kingdom. The scope of my business covers areas such as weight loss coaching, eating psychology coaching, self-love and confidence coaching.

### Vision Statement

My vision is to build an effective coaching business that will be a go-to choice for people in London and the UK.

### Mission Statement

My mission is to provide affordable professional and effective coaching for individuals who would like to improve their health confidence.

## **Product and Services**

I'm going to offer varieties of coaching techniques in order to help my clients achieve their goals within what is permitted by the law in the UK to fulfill my mission and business goal.

My service offerings include:

- Weight Loss Coaching
- Psychodietetic Coaching
- Self-love and Confidence Coaching

## **SWOT ANALYSIS**

SWOT Analysis is a tool used to determine strengths, weaknesses, opportunities and threats for the business. Below is the summary of SWOT Analysis for my coaching business:

### **Strength:**

- Strong online presence (business' website, social media, service via Skype etc.);
- Membership of coaching-related associations;
- Proper qualifications (BA in Sociology, finished with distinction), Weight Loss Coaching and Eating Psychology diplomas;
- A set of unique and regularly updated hard and soft competences and skills;
- Location in a highly populous city which is also easily reachable from neighboring cities and which possesses right demography.

### **Weakness:**

Since I'm just in the beginning of my business, it might take time to break into the market and gain distinction and acceptance from new potential clients, especially that the weight loss (and similar) coaching industry is getting quickly saturated. Other

weakness is related to me being new in the UK country and not being a native English speaker, which will require some time to get to know and get used to the local customs, laws and language.

### **Opportunities:**

Due to people's growing interest in health and nutrition there are many opportunities to develop a coaching business related to these fields, especially that the country is experiencing an obesity epidemic which requires help from trained professionals who offer knowledge and support for affordable prices. Since each potential client is different, it is in my favor that I possess a wide range of hard and soft skills that allow for unique approach for every client. I'm decided to take advantage of any opportunity that comes my way.

### **Threat:**

- Possible unfavorable government policies;
- Arrival of a competitor within my business' location;
- Global economic downturn which usually affects spending/purchasing power.

Every business faces a threat or challenge at any part of the life cycle of the business. These threats can be external or internal. This shows the importance of a business plan, because most threats or challenges are to be anticipated and plans put in place to cushion what effect they might bring to the business.

## **MARKET ANALYSIS**

### **Target market**

My business' offer is specifically designed for adults who:

- would like to lose weight and improve their health;
- struggle with lack of motivation, inability to accept changes necessary to start healthier lifestyle;
- suffer from emotional issues such as emotional and binge eating;
- don't know how to get started with a healthy lifestyle;

- would like to improve their relationship with themself and their bodies;
- need to heal their relationship with food.

## **Sales and marketing strategy**

Marketing and sales strategies set to be used to attract clients for my business are the following:

- employ strategies that help generate traffic on my business' website;
- placing brochures and flyers in household posts, fitness and other field- related facilities;
- use colleagues, friends and family to spread the word about my coaching business;
- placing a small or classified advertisement in the newspapers, magazines and/or local publication about my coaching business;
- attend relevant educational expos and seminars;
- encourage word of mouth marketing from loyal and satisfied clients;
- advertising online on social media platforms;
- list my coaching business on local directories / yellow pages;
- wearing my business' branded shirts in appropriate places.

## **FINANCIAL ANALYSIS**

### **Sources of income**

My coaching business will generate income by offering the following coaching services: Business coaching

- Weight loss coaching;
- Eating psychology coaching;
- Self- and body- love and acceptance coaching;
- Online coaching services;
- Retailing of self- help books and materials.

## **Financial projection**

I intend my business to start off as a part-time job, but with growing interest in fitness and healthy eating among population and proper advertising of my business, I expect it to develop into a full-time coaching business over time. The income goal within the first year is set at the amount of at least 4000 GBP.

## **Pricing strategy**

My business will offer services at a flat rate price. The price will depend on the basis on which the service is provided, i.e. weekly, monthly or per hour. Discounts on regular basis are also taken under account, especially for new clients and returning clients. Seasonal accounts also will occur. Guarantee is also to be considered, i.e. full refund if the client is dissatisfied within first 30 days of coaching. It is the aim to offer professional services for an affordable and competitive price which will allow to help more clients to achieve their goals as well as produce more income for the business. Payment in advance will be required in most cases.

## **Payment Options**

My business' payment policy will be all inclusive to meet the needs of different clients. The following options will be available:

- Payment by via bank transfer;
- Payment via online bank transfer;
- Payment via check;
- Payment via mobile money;
- Payment with cash.

## **Costs**

The costs that must be taken into account while establishing my business include:

- Any fees required to legally establish the business;
- Fees associated with service delivery (Internet, phone, etc.);
- Advertising fees;
- Fees associated with legal documentations, such as Terms and Conditions;
- Insurance fees;

- Fees associated with website set-up and continuation
- Any possible equipment prices.

Some of those fees may be tax deductible, thus it's important to keep the bills and relevant documentation.

Deductible fees include:

- Rental of premises;
- Equipment;
- Stationary;
- Advertising costs;
- Insurance premiums;
- Postage and telephone;
- Costs of further professional education.

## **Sustainability and Expansion Strategy**

The first year of the business will be dedicated to its development, building its recognition and development of my skills that will allow for professional and effective coaching service. One of my goals is to build a business that will survive off its own cash flow over time, therefore I will keep my eye open to coming opportunities and strategies of further development, as well as new chances of generating income from additional services/materials that may be implemented within the range of my business.