

X

X

BOXING CLUB

SPARTANS

Inclusive and friendly atmosphere for men,
women and kids



ESTD.

MMXV

SPARTANS

• BOXING CLUB •

X

X

SPARTANS

SPARTANS HISTORY

Founded in 2015, Spartans is a community boxing gym started in the East Coast of Singapore. We provide a clean, inclusive and friendly environment for like-minded folks to attend our classes that tailors to different **demographics, skill levels, age, gender and confidence**.

Our mission is to overcome traditional barriers and stereotypes.

We have a **detailed and structured approach** to how we build communities through boxing and fitness.



BOXING

MULTI FACETED

OUR COMMUNITY



SPARTANS

We ensure that our members feel like the boxing club is second home.



LOCAL

We give back to the local business community by partnering with local businesses and associations.



GRASS ROOTS

We are actively involved with local based amateur boxing organizations. For Singapore, this is SABA*

We also conduct **youth outreach** programs to help our communities.

*Singapore Amateur Boxing Association

WE ARE NOT UNAPPROACHABLE, SMELLY OR MALE-DOMINATED.

WHAT ARE WE?

We're Different.

- ✓ Friendly and accessible
- ✓ Clean, modern facilities
- ✓ Kids boxing
- ✓ Ladies boxing
- ✓ Corporate Wellness Programs
- ✓ Co-curricular Activities (CCA)

OUR
USP

CURRENT SITUATION

1st Gym opened (2015)

Cashflow positive in month 3, profitable
from year 1

2nd Gym opened (2018)

Cashflow positive in month 4, profitable
from year 1

3rd Gym opened (Jan 2020)

Breakeven before
opening day

4th Gym opens (Feb 2020)

Breakeven before
opening day

Built Group Organizational Structure

In Jan 2020

Franchise Management System implemented

In March 2020

International locations to open in Q2

In the Philippines, Indonesia and India

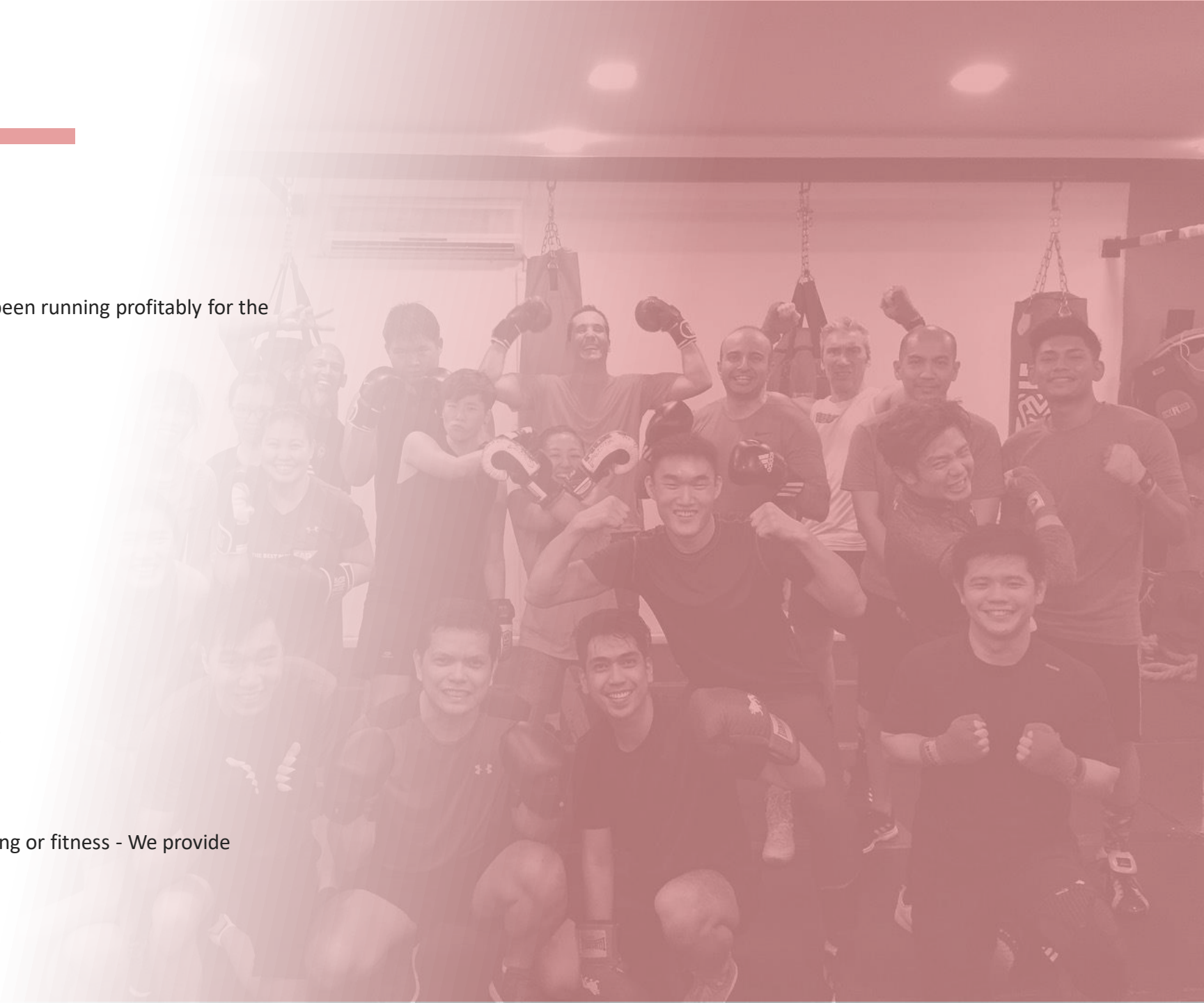
Target 8 franchises in 2020

Target 16 franchises in 2021

Target 24 franchises in 2022

WHY SPARTANS BOXING CLUB?

1. We have a proven business model that has been running profitably for the past **four years**
2. Full SOPs and Quality Standards
3. Low set up costs
4. Cash flow positive almost immediately
5. Profitable in the first year
6. Fast payback periods
7. Strong ROI
8. Full business support and marketing support
9. Low maintenance
10. You don't need to know anything about boxing or fitness - We provide everything you need.



PROOF OF CONCEPT

Start of Spartans (Oct 2015)

Opened 1st franchise (Aug 2016)

Breakeven at 90 members
-3rd month of operation

3rd and 4th Gyms open (Jan and
Feb 2020)

500+ current active memberships across three
gym locations

- Strong local membership providing a sustainable source of revenue
- Significant female and children memberships



393 Joo Chiat Rd,
Singapore 427625



573 Balestier Rd,
Singapore 329888



Downtown East,
Singapore 519599



56A Serangoon Garden Way,
Singapore 555952

MEDIA ENGAGEMENT

Strong social media presence

- 6000 organic likes on Facebook with only 5-star positive reviews

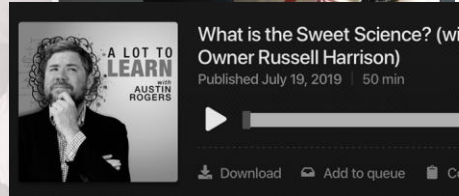
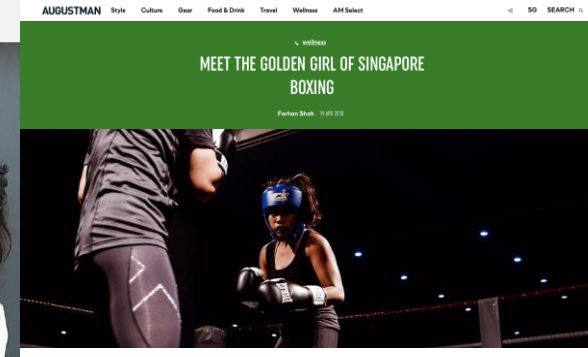
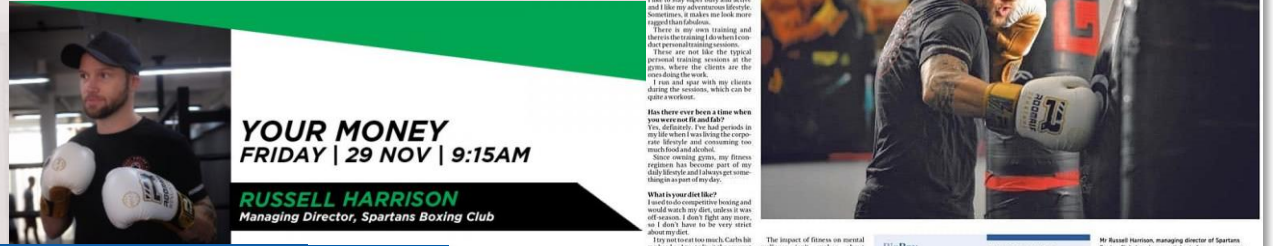
Engaged website and social media

Multiple pillars of community
(Spartans, Local and Grass root)


Established public outreach

- Featured on numerous TV Films and series
- Featured on Eleven Sports consistently

Head coaches on the Board of SABA



BUILDING THE BUSINESS MODEL



SPARTANS

BOXING ACADEMY

LEARN TO TEACH BOXING THE CORRECT WAY.

Repetitive exercises are boring. Up the dynamism and fun while keeping workouts safe with highly effective boxing training techniques and form!

Get OFFICIALLY CERTIFIED by a top boxing club in Singapore with a training program designed for **Boxing Enthusiasts** as well as **Personal Trainers** who are looking to include proper boxing techniques safely to their workout routines for their clients.

BOXING IS LESS PRONE TO INJURIES BUT STILL DYNAMIC AND FUN FOR YOUR CLIENTS

BOXING IS THE TRENDING MARTIAL ART OF 2019 THE WALL STREET JOURNAL

BOXING TECHNIQUES ARE EASY TO INCORPORATE INTO ANY WORKOUT ROUTINE

WHY BOXING?

CHOOSE SPARTANS

We are a top boxing club in Singapore. Our coaches are or were National Champions and National Team Members, or professional fighters that have competed for international titles.

Learn proper punching techniques, footwork, to minimize and avoid injuries from coaches at the top of the sport in Singapore.


Get access to exclusive coaching resources and continued support from our experienced coaching team.

Great coach to participant ratio for personalised attention.


Our Rates

Membership


Membership Perks




Unlimited access
to classes



Unlimited access
to group gym hours



Eligibility to
participate in fights



Attractive discounts
with our partners













[Home](#)
[Rates](#)
[Locations](#)

3 Months	6 Months	12 Months
<p>\$230</p> <p>Per Month</p> <p>\$690 up front</p>	<p>\$220</p> <p>Per Month</p> <p>Pay monthly or up front</p> <p>PAYMENT \$220 (Monthly) or \$1320 (Upfront)</p>	<p>\$210</p> <p>Per Month</p> <p>Pay monthly or up front</p> <p>PAYMENT \$210 (Monthly) or \$2520 (Upfront)</p>

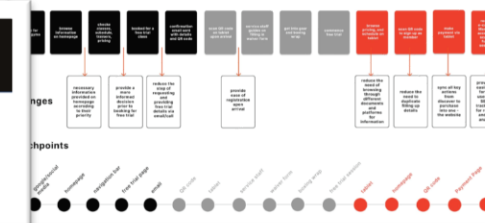
[Contact Us to Learn More](#)

MARKET RESEARCH ON FITNESS INDUSTRY FOR
INDONESIA & THE PHILIPPINES

By Astreem Consulting
30 Jan 2019

Existing Free Trial Journey Map						
	BEFORE			TRANSITION		
	3 ways to interact with existing service					
STAGES		google	social media	physical space	DURING	AFTER
TASKS	<p>Computer for browsing games in Singapore</p> <p>Location, pricing and programmes</p>	<p>Chanced on trends social media</p> <p>used FBCC website for more details checked trial services at the club</p>	<p>Walked past during lunch break in the bus</p> <p>did not go in using mobile walk-in to enquire</p>	<p>1) greeted by staff</p> <p>2) signed waiver form</p> <p>3) changed into team kit</p> <p>4) put on training mat</p> <p>5) warm-up by group</p> <p>6) personalised training</p> <p>7) group training</p>	<p>1) share experience w/ service staff</p> <p>2) check location schedule</p> <p>3) get more details on pricing</p> <p>4) sign up immediately</p> <p>a member of studio another day</p>	
TOUCHPOINTS		  	 		   	 
EMOTIONS	<p>Anxious without business - feel safe</p> <p>Kate & Nancy friendly - I am assured</p>	<p>No very happy!!</p> <p>I want to try not with friends and friends point on social media</p>	<p>enjoyed facilities, clean and lively</p> <p>friendly staff and members</p>	<p>did not waitress</p>	<p>high potential, great mix of personal and group session</p>	<p>enjoyed! it's a fun run, it's new interest!</p>
OPPORTUNITIES	<p>1) Save information across website and the club</p> <p>2) Information across website, social media, flyers, programmes, facilities</p> <p>3) Instructor profile to be highlighted</p>				<p>1) improve online free trial journey - include service gaps</p> <p>2) release pricing and schedule information to be provided prior to signing up</p> <p>3) free trial programme to be reduced price to sign up</p>	


Proposed Free Trial Sign-up Journey Map



CBD AND EXPATS AREA IN JAKARTA



FRANCHISOR'S PRE FR.				
EXPENSES				
Marketing & Lead Generation Expense				
Sales Expense				
Administration & Legal Expense				
Start-up Assistance				
Ongoing Support				
Brand Support				
Anticipated Cost Per Sale				
Recommended Single Unit Franchise Fee				
Projected Margin to Franchisor				
ASSUMPTIONS				
MARKETING & LEAD GENERATION				
	Year 1	Year 2	Year 3	Year 4
Enrolls	\$ 4,500.00			
Cryptic Budget				
Online Listings	\$ 1,000	\$ 1,000		
Brochure				
Brochures	\$ 1,000			
Total				
Print Advertisement				
5-Year Budget				
Investment cost after subsidy				
SALES EXPENSE				
Commission payable to franchise partner				
ADMINISTRATIVE & LEGAL				
Franchise Agreement Expense				
Franchise Site Visit and Initial				
No. of Personnel				2
No. of Days				5
Compensation				
At Travel	\$ 200.00	Per psch/ps		
Salary	\$ 5,000.00	Per psch/mn		
Local Transportation	\$ 50.00	Per psch/ps		
Accommodation	\$ 150.00	Per psch/ps		
Subistence	\$ 50.00	Per psch/ps		
Total				
OPERATIONAL SUPPORT AND TRAINING				
No. of Personnel				2
No. of Days				5
Compensation				
At Travel	\$ 200.00	Per psch/ps		
Salary	\$ 5,000.00	Per psch/mn		
Local Transportation	\$ 50.00	Per psch/ps		

SINGA-UNIT INDONESIA / PHILIPPINES CBO									
									
<div> <div>REVENUE FROM MANAGED FUND</div> <div>MANAGED FUND FEE</div> <div>OTHER REVENUE</div> <div>GRAND TOTAL</div> </div>									
<div> <div>2019</div> <div>2020</div> <div>2021</div> <div>2022</div> <div>2023</div> <div>2024</div> <div>2025</div> <div>2026</div> <div>2027</div> <div>2028</div> </div>									
REVENUE FROM MANAGED FUND	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00
MANAGED FUND FEE	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00
OTHER REVENUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
GRAND TOTAL	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
LESS: MANAGEMENT EXPENSE									
Salary	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
Office Rent	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Electricity	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Transportation	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Communication	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Insurance	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Depreciation	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Other	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Total Management Expense	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00
LESS: MANAGEMENT EXPENSE									
Salary	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
Office Rent	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Electricity	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Transportation	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Communication	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Insurance	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Depreciation	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Other	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Total Management Expense	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00
EARNING BEFORE TAX & INTEREST									
2019	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2020	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2021	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
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2026	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2027	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2028	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
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2027	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2028	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
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2025	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2026	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2027	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2028	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
EARNING BEFORE TAX & INTEREST									
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2022	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
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2025	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2026	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2027	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2028	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
EARNING BEFORE TAX & INTEREST									
2019	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2020	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2021	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2022	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2023	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2024	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2025	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2026	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2027	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2028	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
EARNING BEFORE TAX & INTEREST									
2019	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2020	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2021	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2022	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
2023	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00

STATISTICS

We see this as a viable blueprint for Spartans to achieve similar results in the Asia Pacific region.

Why boxing is the **best workout** of 2019
—Wall Street Journal

Asia Pacific fitness club sector worth **USD \$16.8 billion**
—Deloitte

CASE STUDY: TITLE BOXING CLUB

- **2008**
Retired Boxer Danny Campbell founded Title Boxing Club
- **2010**
10 franchises opened
- **2011**
32 franchises opened
- **2014**
134 centers in 44 different states and its first international franchise
- **2016**
\$50 million in sales, double-digit sales growth over the previous 22 quarters



FRAN CHISE

BUSINESS MODEL

FRANCHISE OFFERING



Full turnkey project



Comprehensive
market research



Location selection



Equipment supplies



Merchandise
supplies



Full financial
models, marketing
assets and training



Systems
set up (CRM,
accounting, HR)



Coaches recruitment
and training



Coaching
accreditation course



Pre-opening support



Post opening
support



Ongoing marketing
support

REV ENUE

OUR REVENUE STREAMS

FRANCHISE LEVEL

1. Boxing Unlimited memberships
2. Boxing Flexi-Packages Memberships
3. Personal and Self-Training Packages
4. Strength and Conditioning Memberships
5. Corporate Wellness Programs
6. School Co-curricular Activities (CCA)
7. Events and Workshops
8. Gym Lease (Events and Prom)



INVESTMENT OPPORTUNITY

SGD\$120K – 150K
Investment

EBITA
40 – 50%

SGD\$200 member
fee per month

Breakeven at
90 – 100 members

9X ROI
in 5 years



FITNESS CENTRES

Average Size
4000 – 6000 sqft

Initial Investment
SGD\$400K - \$600K

Customers
PMETS

Requirements
Wide range of equipment
= high cost and maintenance
Basic training for staff



SPARTANS BOXING CLUB

Average Size
2000 – 3000 sqft

Initial Investment
SGD\$150K - \$200K

Customers
PMETs | Kids | Housewives

Requirements
Basic equipment
= low cost and maintenance
Trained and experienced staff



BIG BOX GYMS

Average Size
8000 – 8000 sqft

Initial Investment
SGD\$700K - \$900K

Customers
PMETs

Requirements
Expensive equipment
= high cost and maintenance
Basic standards training for staff

FRANCHISE OFFERINGS

FORMAT	SINGLE UNIT	MULTI-UNIT
PAYABLE FEES	SGD\$50K	SGD\$210K SGD\$10K on Letter of Intent SGD\$90K on Franchise Agreement SGD\$30K per store
NO. OF OUTLET(S)	1	5
DURATION	3 Years	8 Years 1 outlet in Y1, 2 outlets in Y2, 1 outlet in Y3 and 1 outlet in Y4
DEVELOPMENT	3 Months	3 Months
TERRITORY	1 Unit	City Based
ROYALTY	7%	7%
RENEWAL	Available*	Available*
STORE SIZE	Min. 2000 sqft.	Min. 2000 sqft.

MEET THE TEAM



NAZAR MUSA

FOUNDER

25 years of global business experience ranging from Europe, US, Middle East, Asia and Australia.



ALEX KERSHAW

FOUNDER & ADVISOR

Global HR professional with years of board experience across Europe, Middle East, Asia and Australia.



RUSSELL HARRISON

Managing Director

Recruitment Director with years of business management across Australia and Asia. Professional boxer and lifelong martial artist.



EFASHA KAMARUDIN

HEAD COACH & TRAINER

Head Coach at Spartans Boxing Club. Professional female boxer who has won Singapore's National Championship, Hong Kong City Cup (Gold) and Sijori (Gold)



NAZ.

Founder Nazar Musa picked up boxing when he was officially diagnosed as diabetic. He needed to lose ~30kg to stay alive.

Boxing saved his life.

He wanted to share his story and boxing as much as possible. As a serial entrepreneur, he transformed Spartans boxing club from a passion project into a **successful stand-alone business.**

FOUNDER



RUSS.

At 13, Russell Harrison obtained his second degree black belt in Australian Combat Karate. Unsatisfied, he moved onwards to **professional boxing** to reach greater heights.

Outside of sports, Russ has grown and nurtured large recruitment businesses across the entire Asia Pacific as a professional.

The potent combination of his sharp business acumen and athletic expertise in boxing **expedites Spartan's success.**

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