



SPARTANS BOXING CLUB

Inclusive and friendly atmosphere for men, women and kids

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 our communities through boxing and fitness

<https://youtu.be/fOP7Pcf7NqQ>



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



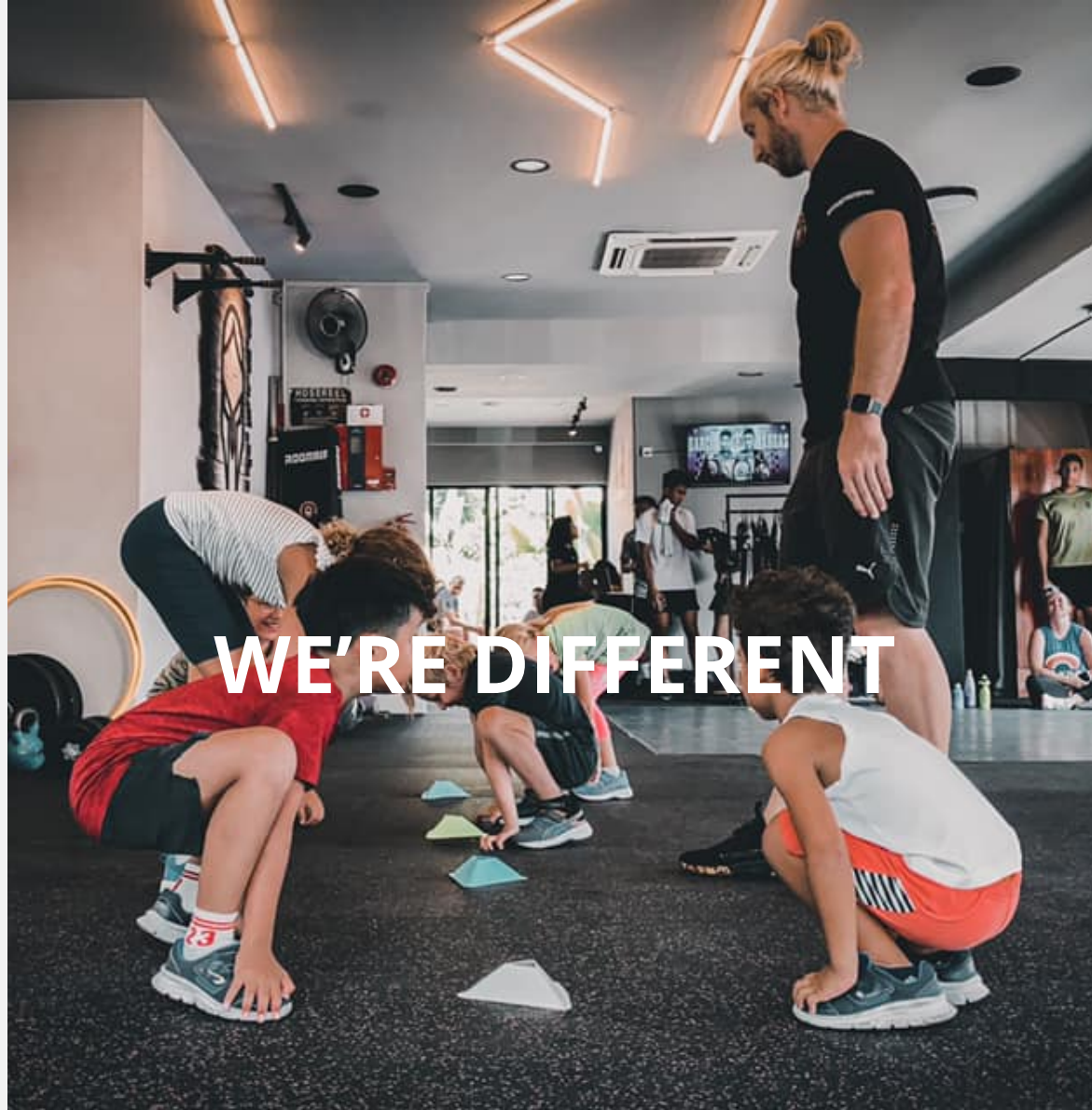
Friendly and accessible



Clean, modern facilities



Kids boxing



Ladies boxing

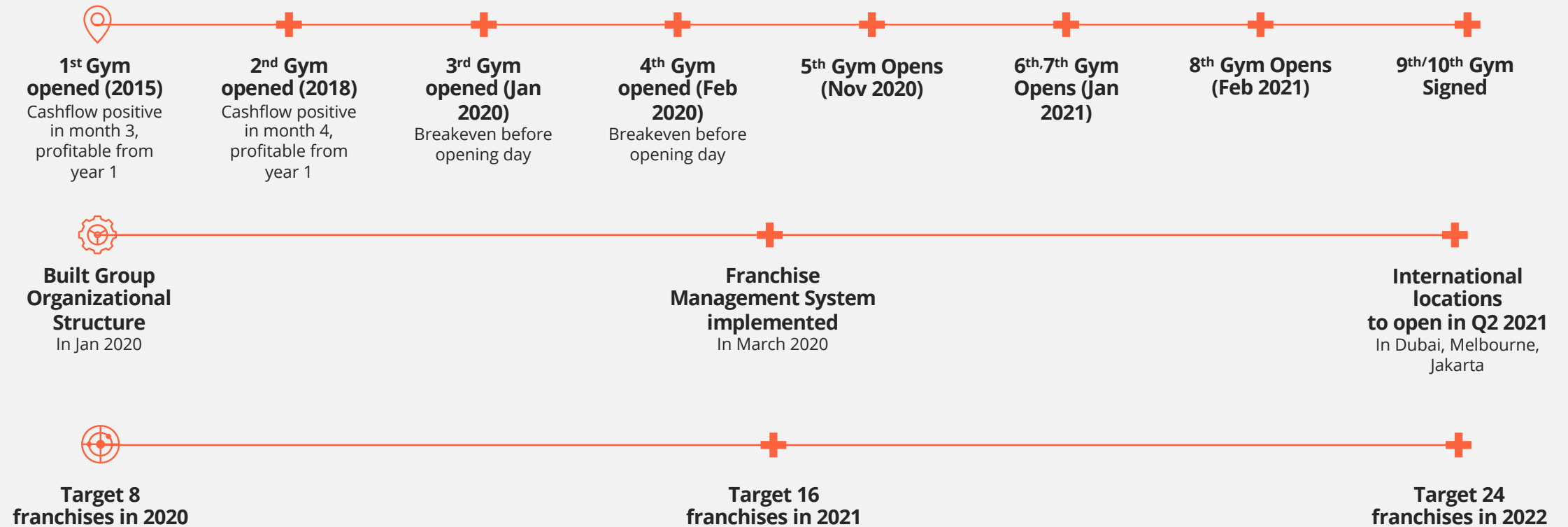


Corporate Wellness Programs



Co-curricular Activities (CCA)

CURRENT SITUATION





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

8th Gym opens (Feb 2021)

9th 10th Gyms signed (Feb 2021)

1000+ current active memberships across eight 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**



**30 South Buona Vista Road,
Singapore 118160**



**275 Jalan Kayu,
Singapore 799503**



**1 Sophia Rd,
Singapore 228149**



**7 Jurong West Avenue 5,
Singapore 649486**



MEDIA ENGAGEMENT

Strong social media presence

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

Engaged website and social media

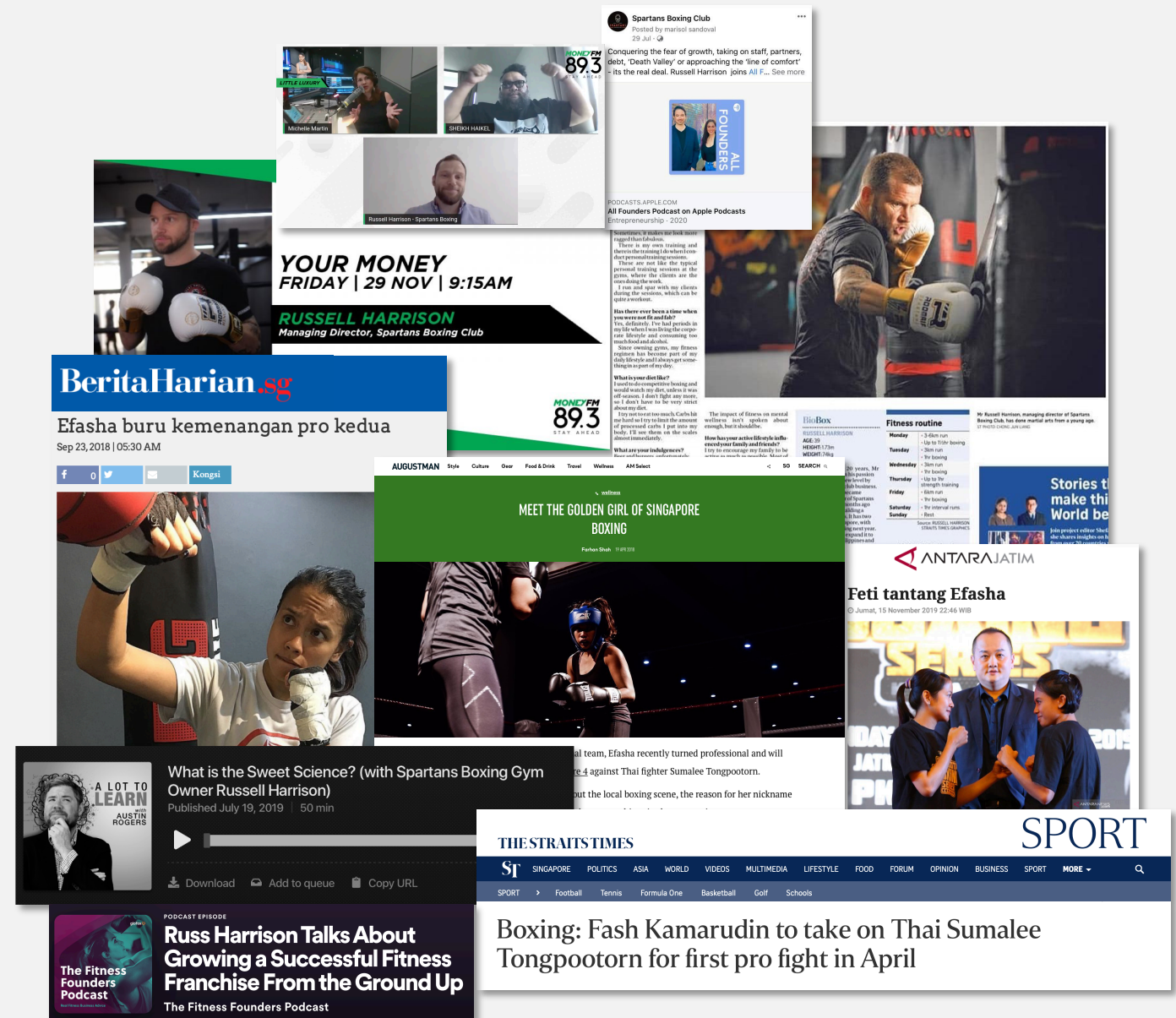
Multiple pillars of community

(Spartans, Local and Grass root)

Established public outreach

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

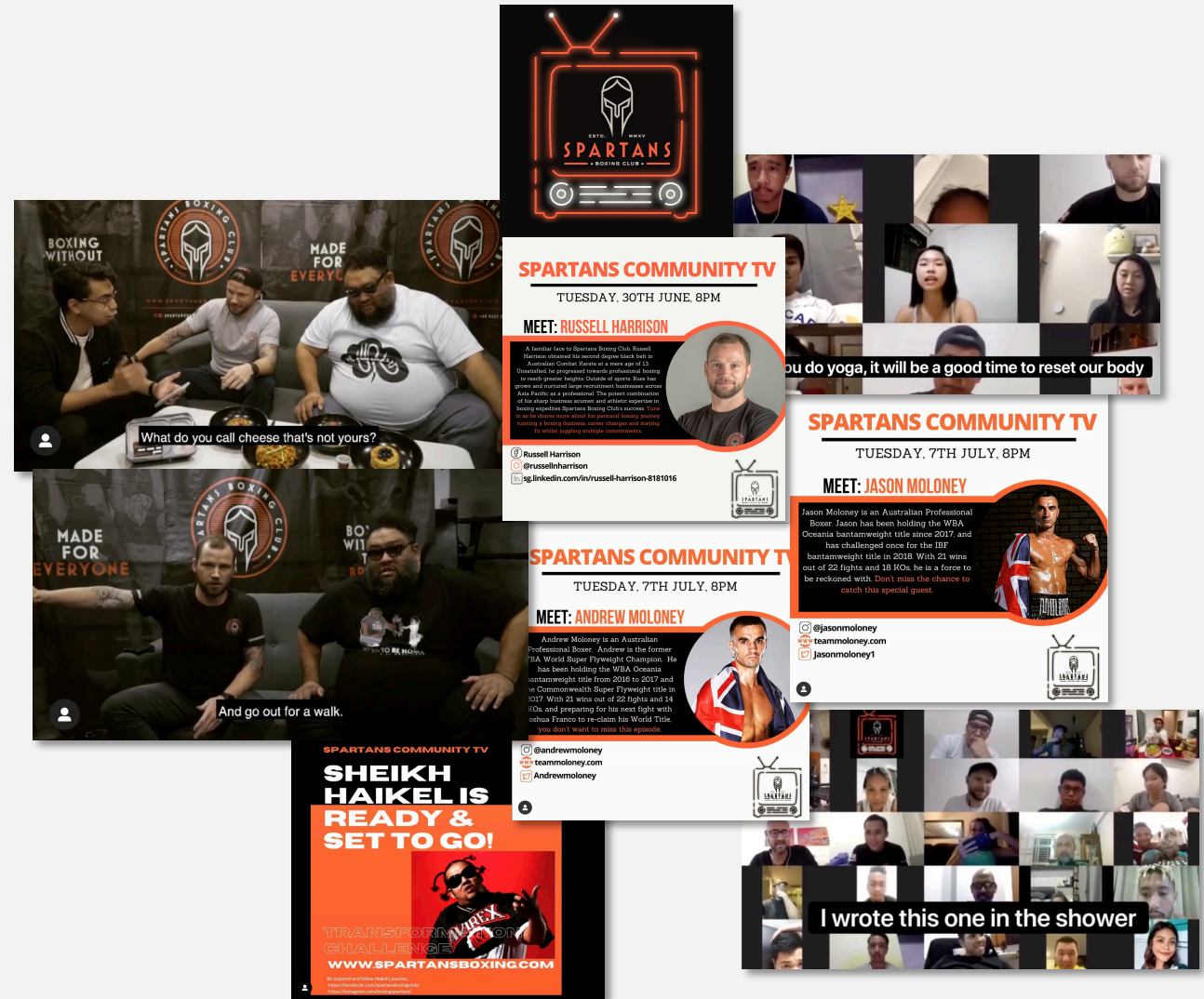
Head coaches on the Board of SABA



MEDIA ENGAGEMENT

Launched Spartans Community TV
(April 2020)

Spartans Community TV Series
(Season 1 & 2)

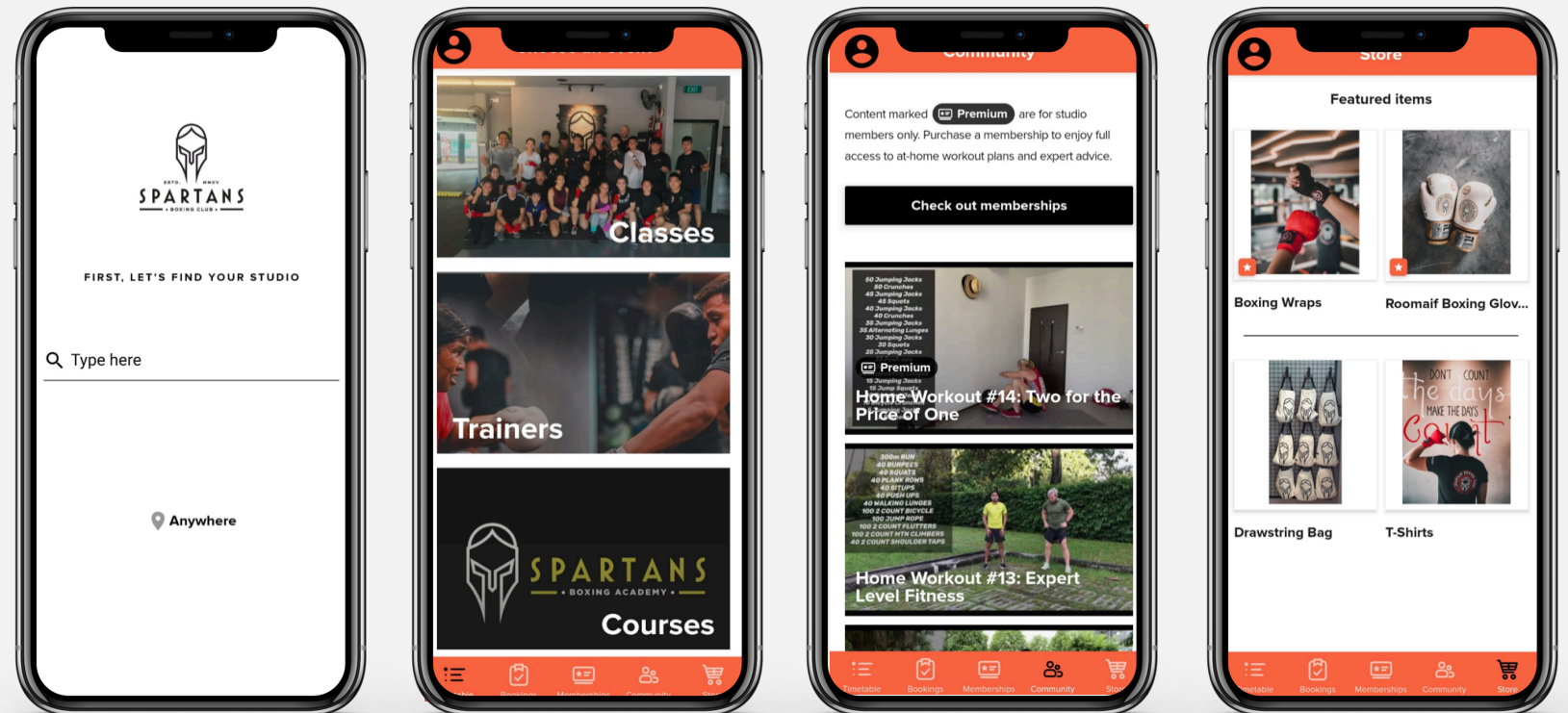


SPARTANS BOXING CLUB APP

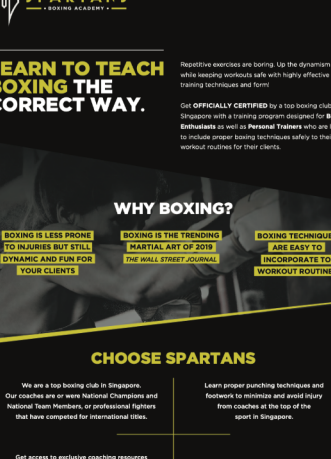
Signed a global deal with Glofox for the Spartans Boxing Club app and CRM system with full analytics capability – You can track your gyms performance from your phone

Launched Spartans Boxing Club app (Oct 2020)

Exclusive live online classes + VOD for personal training (boxing, strength & conditioning)



BUILDING THE BUSINESS MODEL



SPARTANS
— BOXING ACADEMY —

**LEARN TO TEACH
BOXING THE
CORRECT WAY.**

Repetitive exercises are boring. Use the dynamism and fun while lessening 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.

WHY BOXING?

BOXING IS LESS PRICE
TO INCLUDE BUT STILL
**DYNAMIC AND FUN FOR
YOUR CLIENTS**

BOXING IS THE TRENDS
HEARTIAL ART OF TOP
THE WALL STREET JOURNAL

**BOXING TECHNIQUES
ARE EASY TO
INCORPORATE TO
WORKOUT ROUTINES**

CHOOSE SPARTANS

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

Learn proper punching techniques and footwork to minimize and avoid injury 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 more personalized attention.

[illegible]

<div style="border: 1px solid black; width: 30px; height: 30px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="width: 10px; height: 10px; background-color: black; margin: 0 auto;"></div> </div>	<h2 style="margin: 0;">FRANCHISOR'S PRE FF</h2>																																																		
EXPENSES																																																			
Marketing & Lead Generation Expense Sales Expenses Administration & Legal Expense Set-up Allowance Working Support Brand Support Anticipated Cost Per Sale Royalty/Commission Unit Franchise Fee Promotional Margin to Franchisor																																																			
ASSUMPTIONS																																																			
MARKETING & LEAD GENERATION	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%;">Year 1</th> <th style="width: 10%;">Year 2</th> <th style="width: 10%;">Year 3</th> <th style="width: 10%;">Year 4</th> </tr> </thead> <tbody> <tr> <td>Leads/Inks</td> <td style="text-align: right;">\$ 1,500.00</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Direct Budget</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Online Leads</td> <td style="text-align: right;">\$ 1,000</td> <td style="text-align: right;">\$ 1,000</td> <td></td> <td></td> </tr> <tr> <td>Health Book</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Brochures</td> <td style="text-align: right;">\$ 1,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Print Advertisment</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5-7-Target</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Average Cost after subsidy</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Year 1	Year 2	Year 3	Year 4	Leads/Inks	\$ 1,500.00				Direct Budget					Online Leads	\$ 1,000	\$ 1,000			Health Book					Brochures	\$ 1,000				Print Advertisment					Total					5-7-Target					Average Cost after subsidy				
	Year 1	Year 2	Year 3	Year 4																																															
Leads/Inks	\$ 1,500.00																																																		
Direct Budget																																																			
Online Leads	\$ 1,000	\$ 1,000																																																	
Health Book																																																			
Brochures	\$ 1,000																																																		
Print Advertisment																																																			
Total																																																			
5-7-Target																																																			
Average Cost after subsidy																																																			
SALES EXPENSE																																																			
Commission payable to franchisee partner																																																			
ADMINISTRATION & LEGAL																																																			
Franchise Agreement Expenses + Other Expense																																																			
FRANCHISE SITE VISIT AND INITIAL																																																			
No. of Personnel No. of Days Compensation	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">2</td> </tr> <tr> <td></td> <td style="text-align: center;">5</td> </tr> </table>		2		5																																														
	2																																																		
	5																																																		
Air Travel/ Salary/ Local Transportation/ Accommodation/ Subsistence	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">\$ 250.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 5,000.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 50.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 150.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 50.00 /per paschrip</td> </tr> </table>		\$ 250.00 /per paschrip		\$ 5,000.00 /per paschrip		\$ 50.00 /per paschrip		\$ 150.00 /per paschrip		\$ 50.00 /per paschrip																																								
	\$ 250.00 /per paschrip																																																		
	\$ 5,000.00 /per paschrip																																																		
	\$ 50.00 /per paschrip																																																		
	\$ 150.00 /per paschrip																																																		
	\$ 50.00 /per paschrip																																																		
Total																																																			
OPERING SUPPORT AND TRAINING																																																			
No. of Personnel No. of Days Compensation	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">2</td> </tr> <tr> <td></td> <td style="text-align: center;">5</td> </tr> </table>		2		5																																														
	2																																																		
	5																																																		
Air Travel/ Salary/ Local Transportation	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">\$ 250.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 5,000.00 /per paschrip</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ 50.00 /per paschrip</td> </tr> </table>		\$ 250.00 /per paschrip		\$ 5,000.00 /per paschrip		\$ 50.00 /per paschrip																																												
	\$ 250.00 /per paschrip																																																		
	\$ 5,000.00 /per paschrip																																																		
	\$ 50.00 /per paschrip																																																		



DOING GYM FOR EVERYONE

...the gym is a place where everyone can find a workout that suits their needs and preferences. Whether you're a beginner or a seasoned athlete, there's something for everyone at the gym.

Make the Connection

...the gym is a place where you can connect with others who share your passion for fitness. It's a great way to stay motivated and accountable.

Stress & Anxiety

...the gym is a place where you can release stress and anxiety. Exercise is a powerful tool for managing mental health.



CBD AND EXPATS AREA IN JAKARTA

Expats area:
Main:
Kemang and Menteng
Followed by
Kebayoran Baru
Kuningan
(in Setiabudi)
Pondok Indah (in
Ciandak)

CBD Area:
Jl. M.H Thamrin

CBD area:
Jl. Jendral Sudirman,
Jl. Prof Dr. Satrio
Jl. Gatot Subroto

CBD Area:
SCBD Super Block

JAKARTA

Source: [Wikipedia](#) / [Indonesia expats](#) and [Jakarta100bars](#)

[illegible]

Meet Our Trainers
New York City

Trainer 1: [Photo] [Name] [Title] [Bio]

Trainer 2: [Photo] [Name] [Title] [Bio]

Join Now

Membership Rates

12 Months **\$120**
Includes everything you need to get started.

6 Months **\$60**
Includes everything you need to get started.

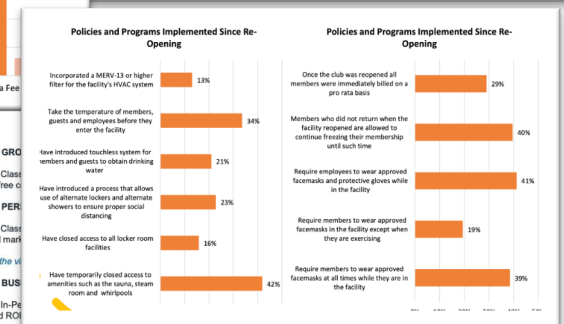
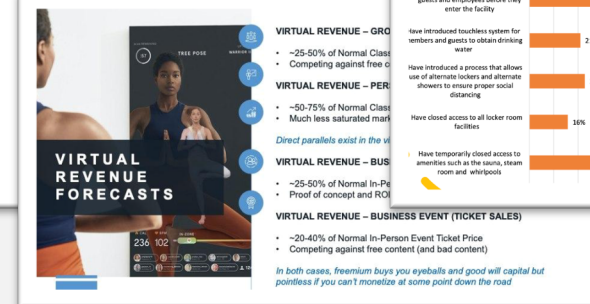
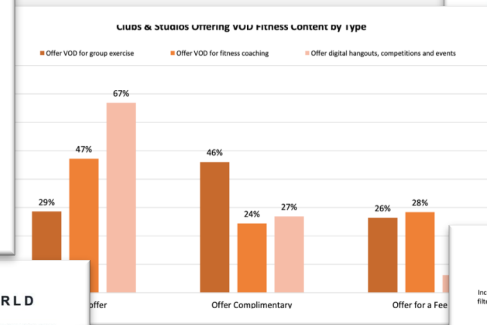
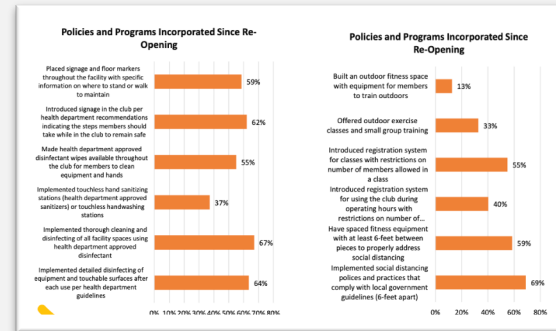
Free Trial

Location & Schedule

1234 Main St, New York, NY 10001

Monday - Friday, 9am - 5pm

RE-OPENING A POST-COVID GYM



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

FRANCHISE BUSINESS MODEL





INVESTMENT OPPORTUNITY

\$120K – 150K
Investment

EBITA
40 – 50%

\$200 member
fee per month

Breakeven at
90 – 100 members

9X ROI
in 5 years





FITNESS CENTRES

Average Size
4000 – 6000 sqft

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

Customers
PMETS

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

FRANCHISE OFFERINGS

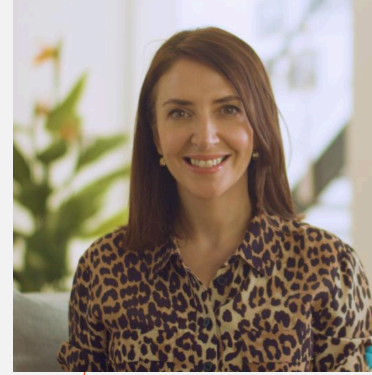
FORMAT	SINGLE UNIT	MULTI-UNIT	MASTER FRANCHISE
PAYABLE FEES	\$50K	\$210K	Negotiable
NO. OF OUTLET(S)	1	5	Negotiable
DURATION	3 Years	8 Years	5 Years
DEVELOPMENT	3 Months	3 Months	3 Months
TERRITORY	1 Unit	Neighbourhood	Neighbourhood
ROYALTY	7%	7%	7%
RENEWAL	Available*	Available*	Available*
STORE SIZE	Min. 2000 sqft.	Min. 2000 sqft.	Min. 2000 sqft.

MEET THE TEAM



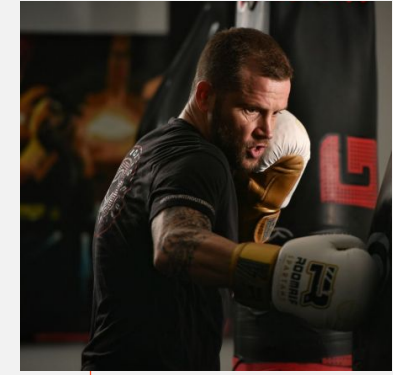
NAZAR MUSA *Founder*

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



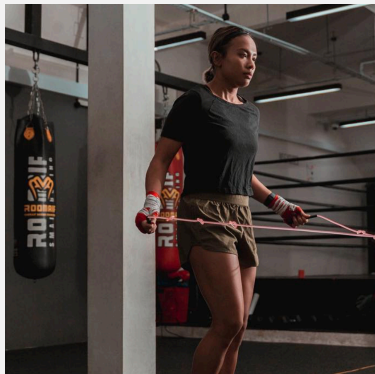
ALEX KERSHAW *Founder & Advisor*

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 *Coach & trainer*

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



IAN VELMONTE

Franchise Development Manager

15 years of experience being an Operations Manager for renowned F&B brands.



MARISOL SANDOVAL

Group Marketing Manager

21 years of experience as an entrepreneur specialising in marketing and growing start up businesses.



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.**



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.**



CONTACT

russ@spartansboxing.com

+65 98534405

<https://www.linkedin.com/in/russell-harrison-8181016/>

<https://www.facebook.com/spartansboxingclub/>

<https://www.instagram.com/boxingspartans/>

<https://www.linkedin.com/company/spartans-boxing-club/?viewAsMember=true>

<https://spartansboxing.com/franchise/>

