

A photograph of a boxing gym with several people training in boxing rings. In the foreground, a woman in a red boxing suit and blue headgear is seen from behind, facing a man in a black boxing suit and black headgear. They are in a boxing ring with a large circular logo on the floor that reads "SPARTANS BOXING CLUB" and "ESTD. 2011". Other people are visible in the background, also training. The gym has a modern, industrial feel with exposed pipes and bright lighting.

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.



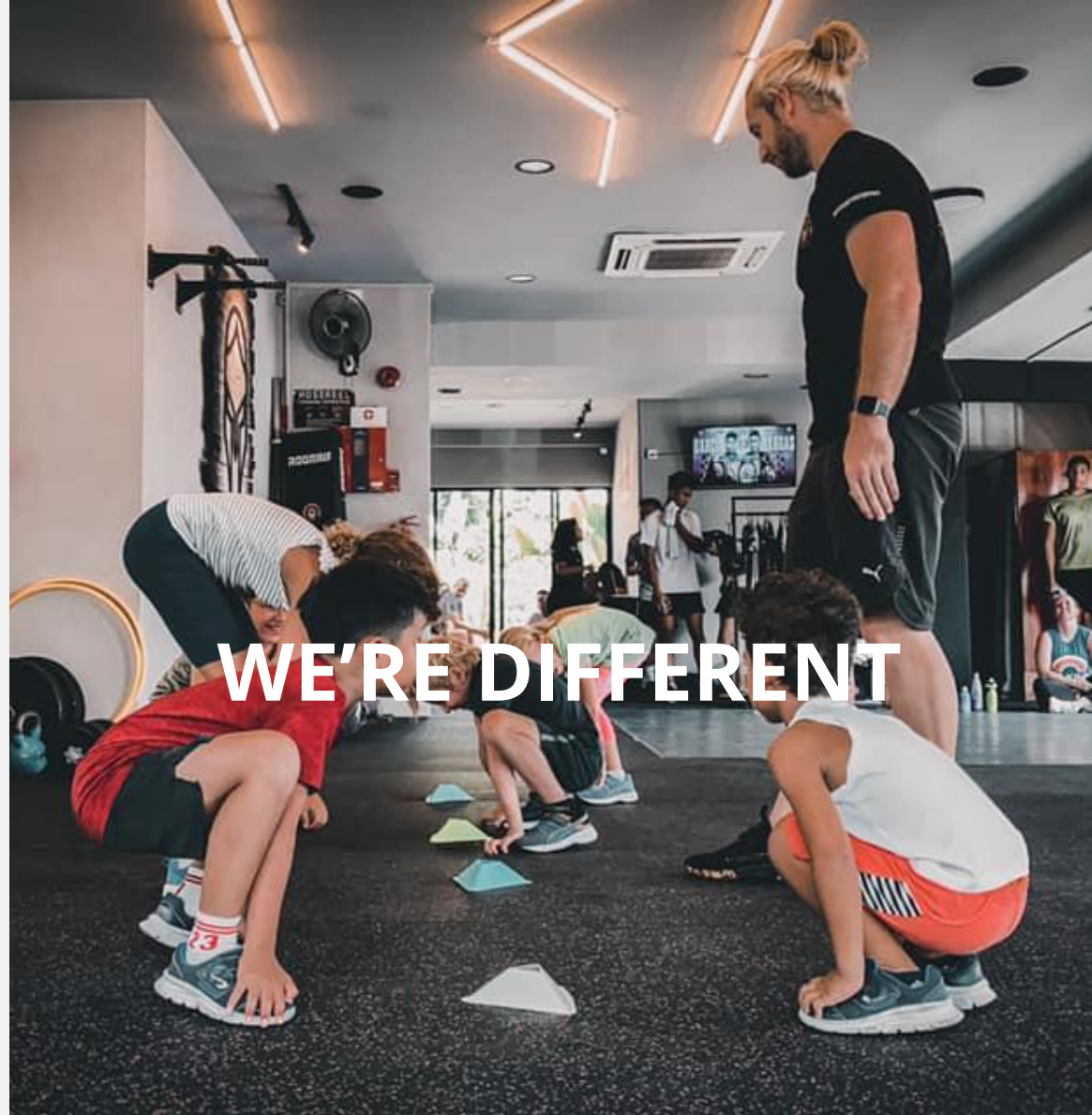
GRASS ROOTS

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)

SPARTANS BOXING CLUB JOURNEY



SHORTLISTED 'FRANCHISE OF THE YEAR' BY THE FIT SUMMIT

**Within a span of 6 years since the start of Spartans
Boxing Club, we have been shortlisted for
'Franchise of the Year' by the Fit Summit alongside
established fitness franchise powerhouses.**

WHY SPARTANS BOXING CLUB?



Proven business
model of 6 years



Comprehensive SOPs
and quality standards



Low set up costs



Cash flow positive
almost instantly



Profitable in the
first year



Fast payback periods



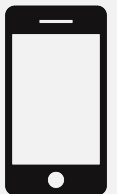
Strong ROI



Full business and
marketing support



Low maintenance



Fully digitalised
business
from customers to
staff

DIGITALISATION OF THE BUSINESS



FRANCHISE
MANAGEMENT
SYSTEM (FMS)



SPARTANS
BOXING APP

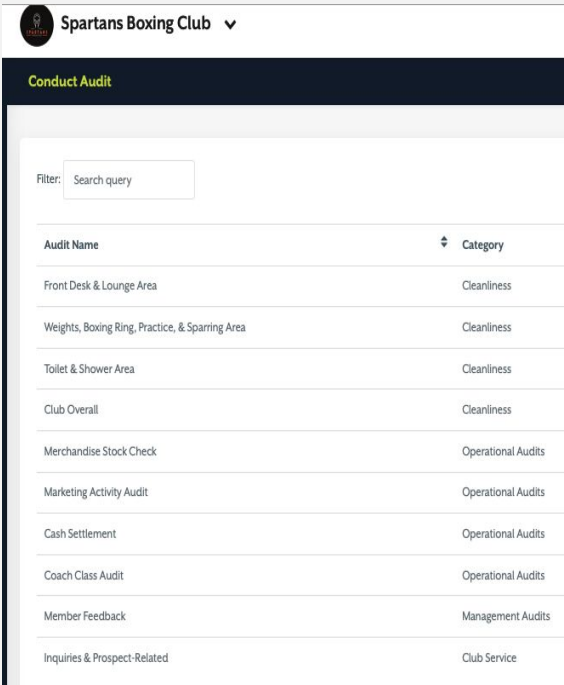
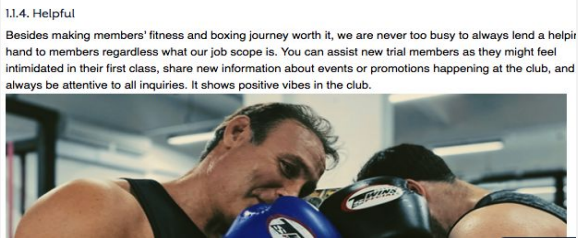
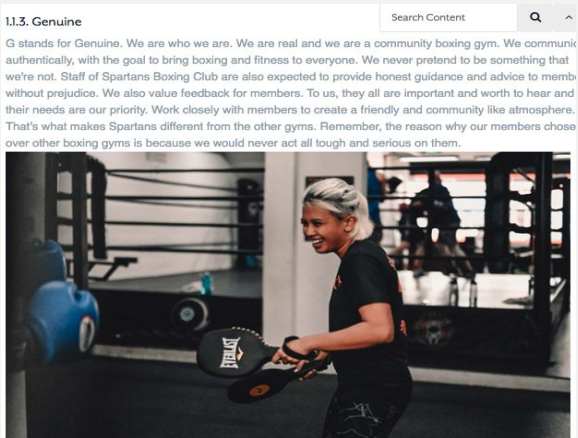
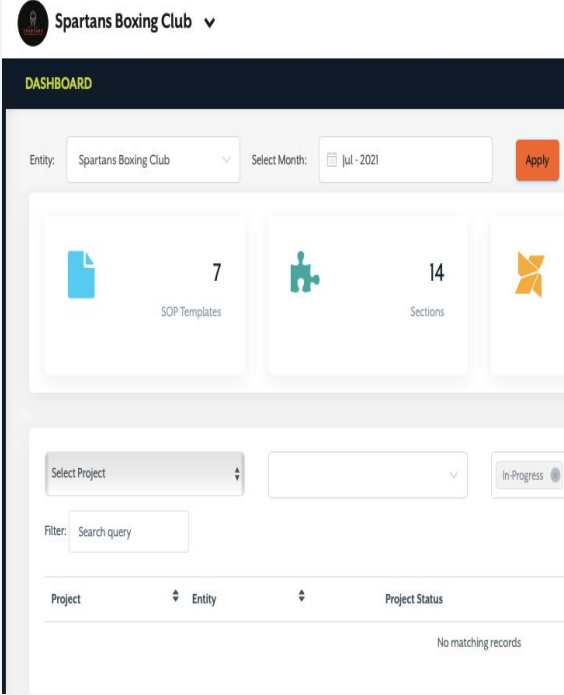
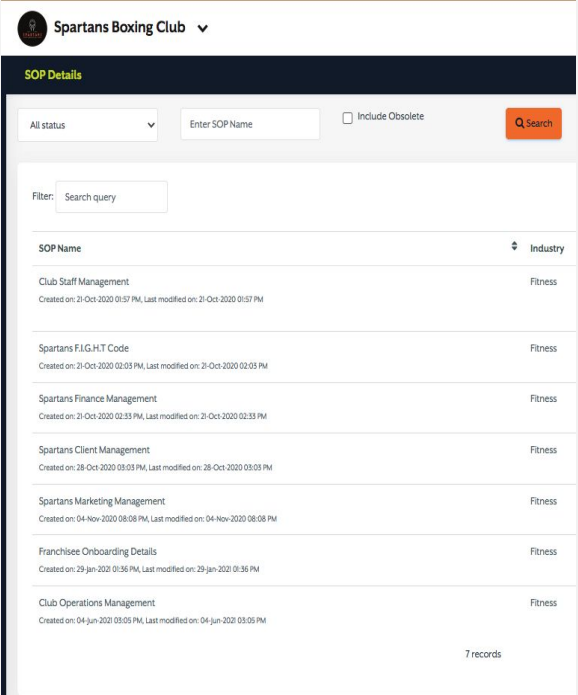


LIVE STREAMING
AND VIDEOS ON
DEMAND

FRANCHISE MANAGEMENT SYSTEM (FMS)

FMS is a platform that integrates your financial and quality performance reporting, purchasing, inventory, sales and billing, product management, vendor management and workflow process on one single platform.

Comprehensive Standard Operating Procedures (SOP) modules to equip Franchise Owners and staff with all the information on how to run a Spartans Boxing Club

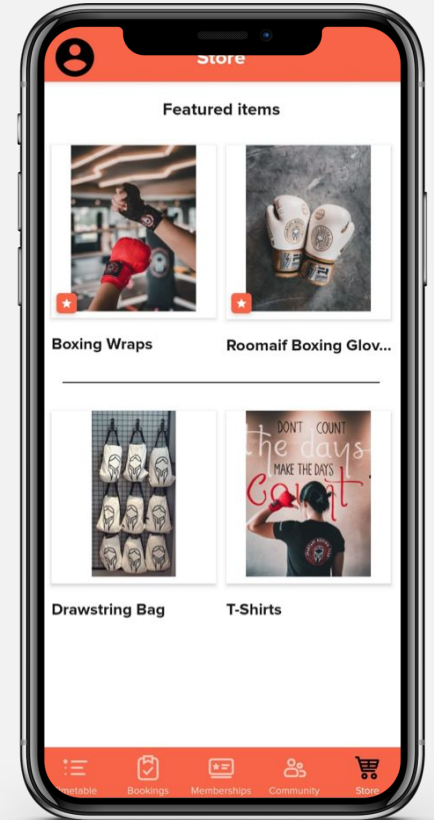
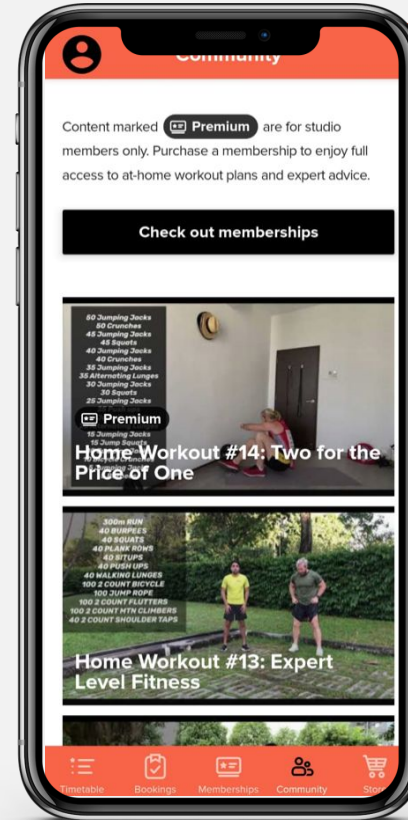
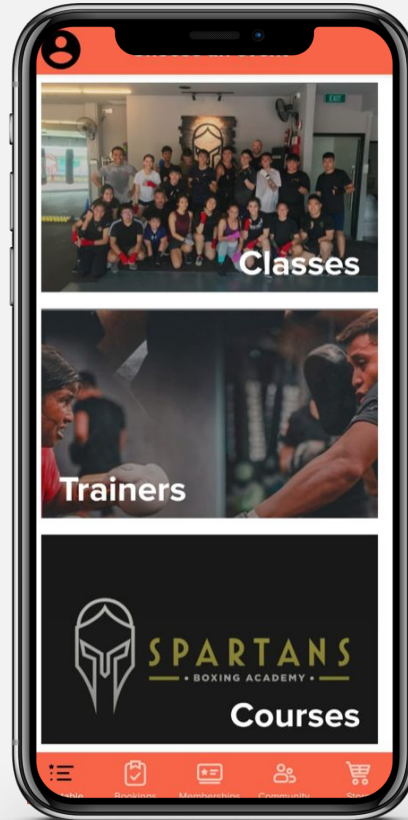


SPARTANS BOXING CLUB APP

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)

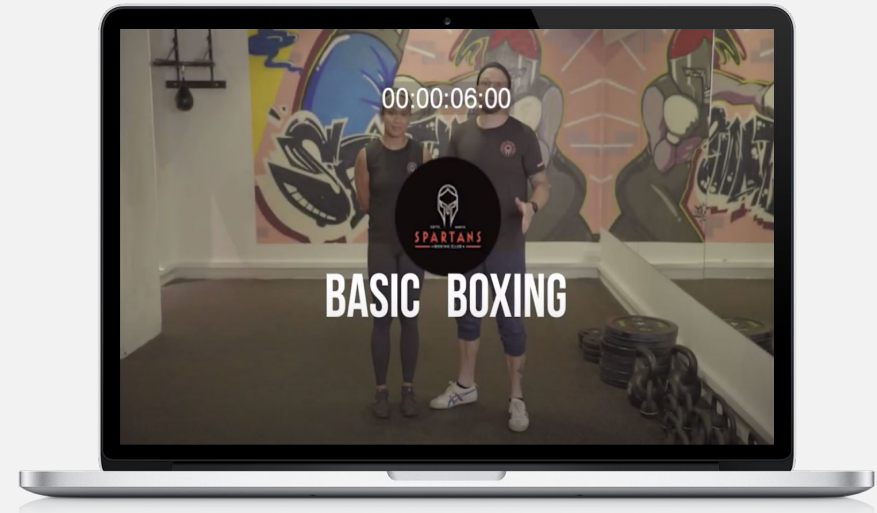


LIVE STREAMING AND VIDEOS ON DEMAND (VOD)

Signed a global deal with Intelivideo, a fitness live streaming platform.

Staff will be able to play Videos on Demand (VOD) in the gym to assist with any manpower issues.

Members are able to follow a workout via live streams or VODs if they are not able to visit the gym.



STRONG MEDIA PRESENCE

Strong social media presence

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

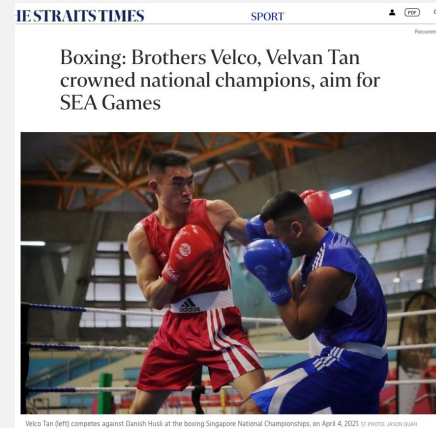
Engaged website and social media

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

Established public outreach

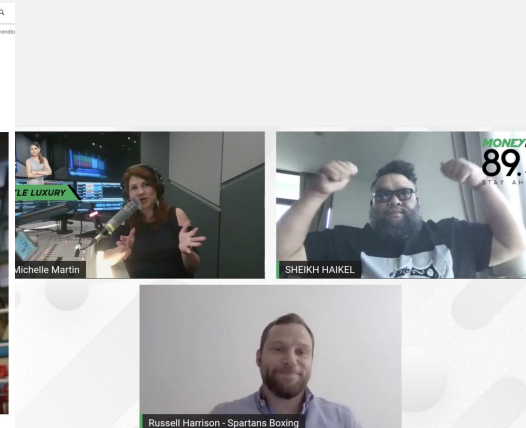
- Featured on numerous TV Films and series
- Featured on Eleven Sports consistently

Head coaches on the Board of SABA



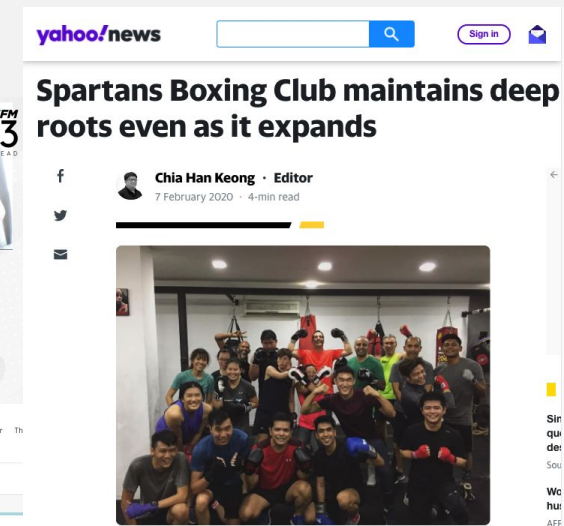
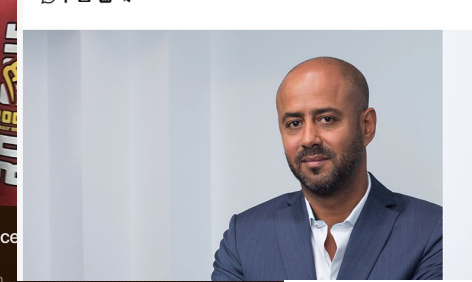
BeritaHarian.sg

Efasha baru kemenangan pro kedua
Sep 23, 2018 | 05:30 AM



Robb Report
SINGAPORE
LIFESTYLE WATCHES & JEWELLERY DEAR STYLE ART & DESIGN INVESTMENTS ROBB SPOTLIGHT

Nazar Musa, CEO of Spartans Boxing Club, on juggling multiple businesses, expansion plans, and white-collar fights



COMMUNITY ENGAGEMENT (COMMUNITY TV)

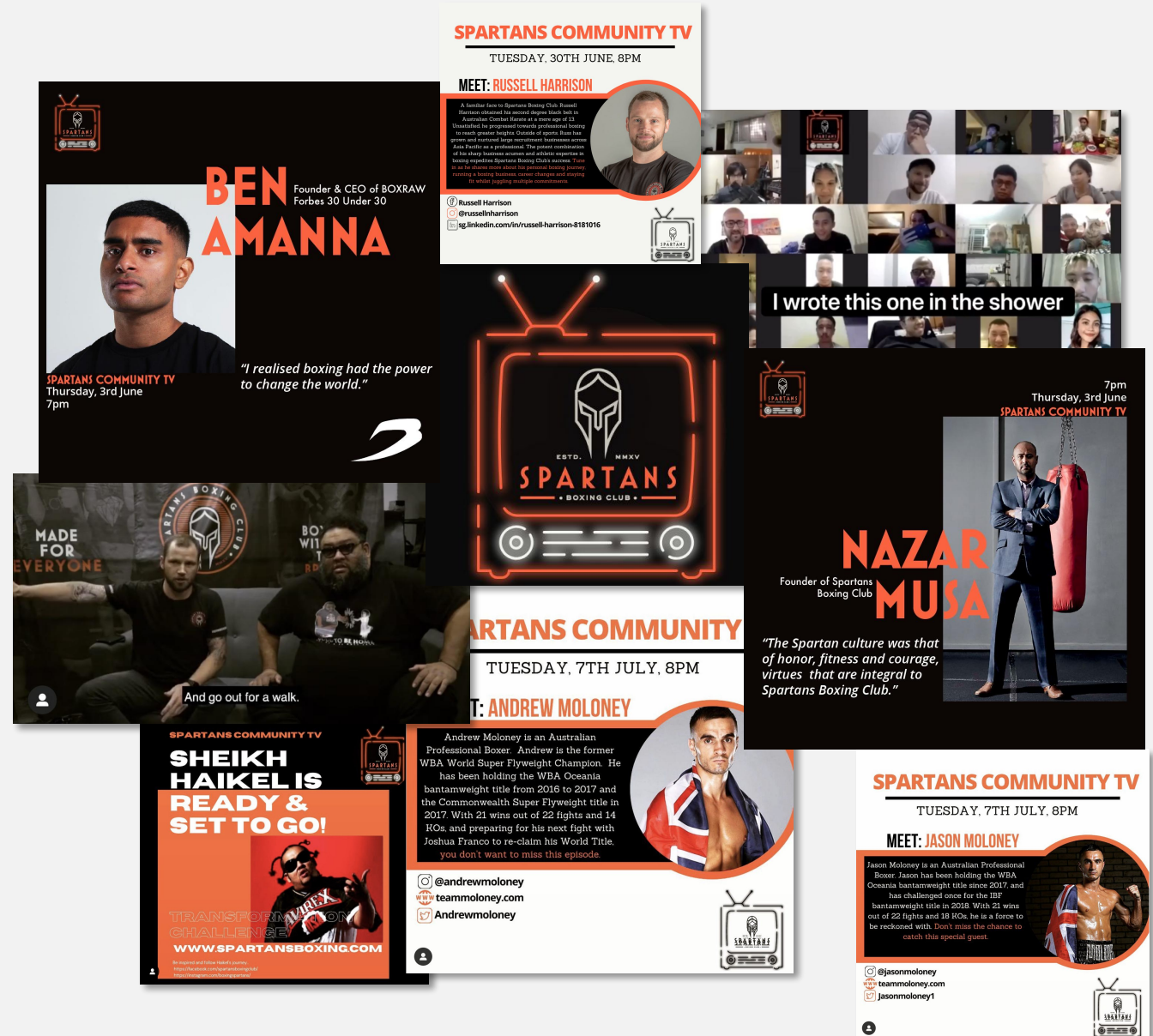
Launched Spartans Community TV
(April 2020)

Season 1: Interviews with various
guests
(April 2020)


Season 2: Transformation
Challenge w Sheikh Haikel
(August 2020)

Season 3: Tour de
Spartans
(April 2021)

Episode with Ben Amanna and
Nazar Musa
(June 2021)



BUILDING THE BUSINESS MODEL



HOW TO TEACH BOXING THE RIGHT WAY.

Repetitive exercises are boring. Up the dynamism and fun while keeping workouts safe with highly of active boxing training techniques and drills.

GET OFFICIALLY CERTIFIED: Stop boxing club in Singapore with 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 PRONE TO INJURIES BUT STILL FUN AND FUN FOR YOUR CLIENTS	BOXING IS THE TRAINING MARTIAL ART OF 20TH CENTURY	BOXING TECHNIQUES ARE EASY TO INCORPORATE TO WORKOUT ROUTINES
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CHOOSE SPARTANS

We are now stop boxing club in Singapore. We have an in-house National Champions and National Team Members, or professional fighters that have competed for international titles.

Learn proper punching techniques and footwork to improve 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.

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EXPENSES				
(Marking & Lead Generation Expense				
Staff Payroll				
Administrative & Legal Expense				
Bus. Insurance				
Opening Support				
Travel Budget				
Advertisement Cost Per Sale				
Recommended Single Unit Franchise Fee				
Projected Margins to Franchisee				
ASSUMPTIONS				
MARKETING & LEAD GENERATION	Year 1	Year 2	Year 3	Year 4
Totals	\$ 4,830.00			
Draft Budget				
Order Mailings	\$ 1,000.00	\$ 1,000.00		
Book order				
Brochures	\$ 1,000.00			
Print Advertisement				
Total				
5-Year Budget				
Average Cost per solicitor				
SALES EXPENSE				
Commission structure to Franchisee member				
ADMINISTRATION & LEGAL				
Commission structure to Franchisee member				
FINANCIAL STATEMENTS & INITIAL INVESTMENT				
No. of Personnel				
No. of Orders				
Compensation				
At Travel	\$ 250.00	per pay/ly		
Salary	\$ 5,000.00	per pay/rect		
Local Transportation	\$ 50.00	per pay/rect		
Accommodations	\$ 150.00	per pay/day		
Reimburse	\$ 50.00	per pay/day		
OTHER				
OPERATIONAL SUPPORT AND TRAINING				
No. of Personnel				
No. of Orders				
Compensation				
At Travel	\$ 250.00	per pay/ly		
Salary	\$ 5,000.00	per pay/rect		
Local Transportation	\$ 50.00	per pay/day		

OFFICIAL SPONSOR
SPARTANS
WALL • BENCH • CLUB •

MARKET RESEARCH ON FITNESS INDUSTRY FOR
INDONESIA & THE PHILIPPINES

By Astreem Consulting
30 Jan 2019

CBD AND EXPATS AREA IN JAKARTA

Expats area:

- Main: Kemang and Menteng
- Followed by: Kebayoran Baru
- Kuningan (in Setiabudi)
- Pondok Indah (in Cilandak)

CBD Area:
Jl. M.H Thamrin

CBD area:
Jl. Jenderal Sudirman,
Jl. Prof Dr. Satiro J., Gatot Subroto

CBD Area:
SCBD Super Block

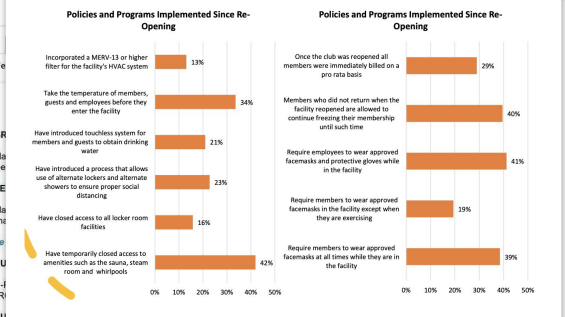
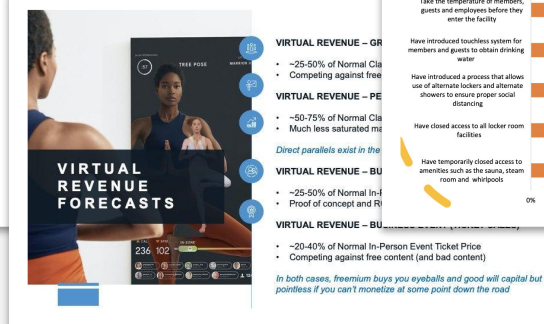
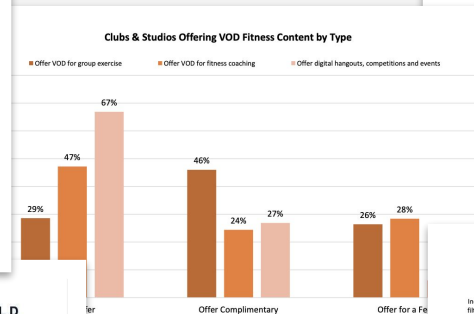
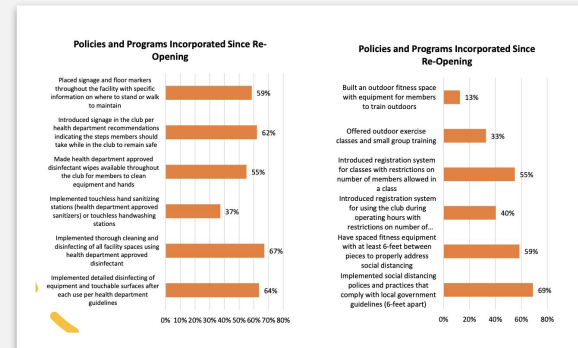
JAKARTA

Source: [Wikipedia, Indonesia maps](#), and [Jakarta100bars](#)

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RE-OPENING A POST-COVID GYM



STATISTICS

The Health and Fitness industry has huge growth potential, especially in the Asia Pacific.

- According to Global Wellness Institute, Asia Pacific is now the #2 physical activity market in the world with a valuation of \$240 billion.
- By 2023, Asia Pacific will overtake North America as world's largest market with 9.2% annual growth and \$373.5 billion valuation.

FRANCHISE BUSINESS MODEL





INVESTMENT OPPORTUNITY

\$120K – 180K
Investment

EBITA
40 – 50%

\$160-\$210 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



BOUTIQUE FITNESS GYM (SPARTANS BOXING CLUB)

Average Size
1500 – 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. 1500 sqft.	Min. 1500 sqft.	Min. 1500 sqft.

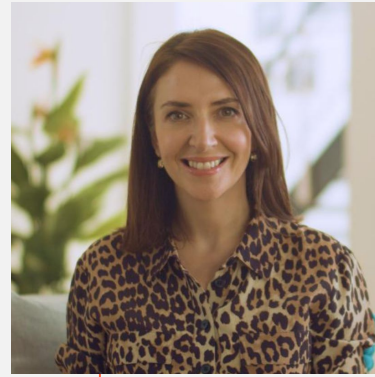
MEET THE TEAM



NAZAR MUSA

Founder & Chief Executive Officer

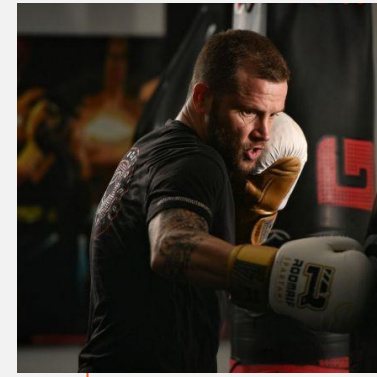
25 years of global business experience ranging from Europe, US, Middle East, Asia and Australia.



ALEX KERSHAW

Founder & Advisor

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



RUSSELL HARRISON

Managing Director

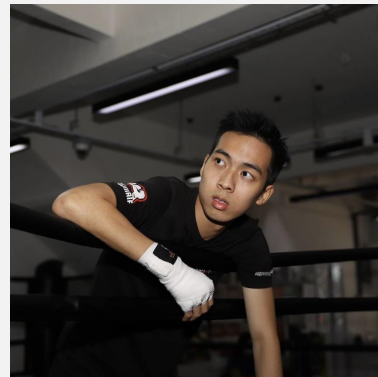
Recruitment Director with years of business management across Australia and Asia. Professional boxer and lifelong martial artist.



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)



MATTHEW YUEN

Business Development Lead

Founder of Martial Arts blog Against the Ropes. Currently a Business student at Singapore Management University.



IAN VALMONTE

Franchise Development Manager

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



MARISOL SANDOVAL

Group Marketing Manager

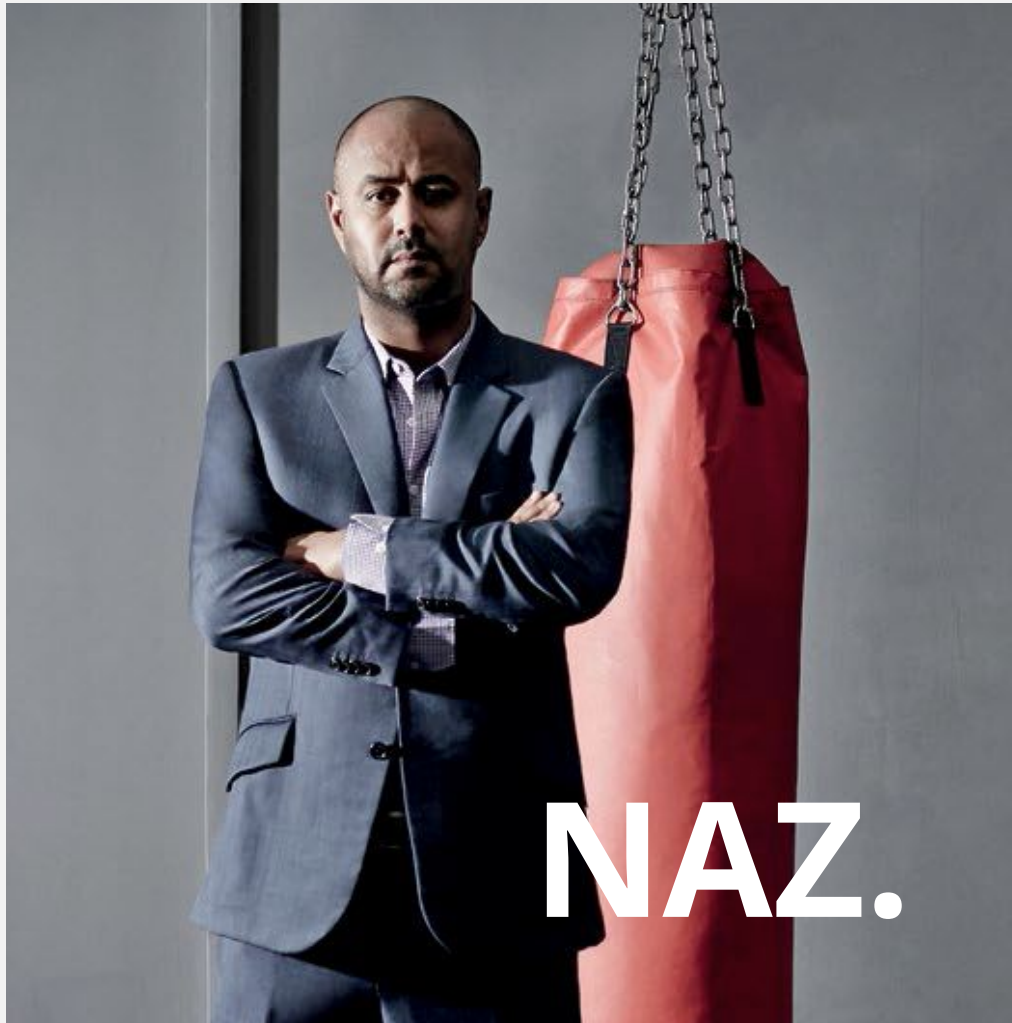
21 years of experience as an entrepreneur specialising in marketing and growing start up businesses.



NUR EFFA SYAQILLA

Content Creator

Specialises in content creation across Spartans Boxing Club group level. Photographer and videographer.



Founder & Chief Executive Officer 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

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

[https://www.linkedin.com/company/spartans-boxing-club/?viewAs
Member=true](https://www.linkedin.com/company/spartans-boxing-club/?viewAsMember=true)

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