



# 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

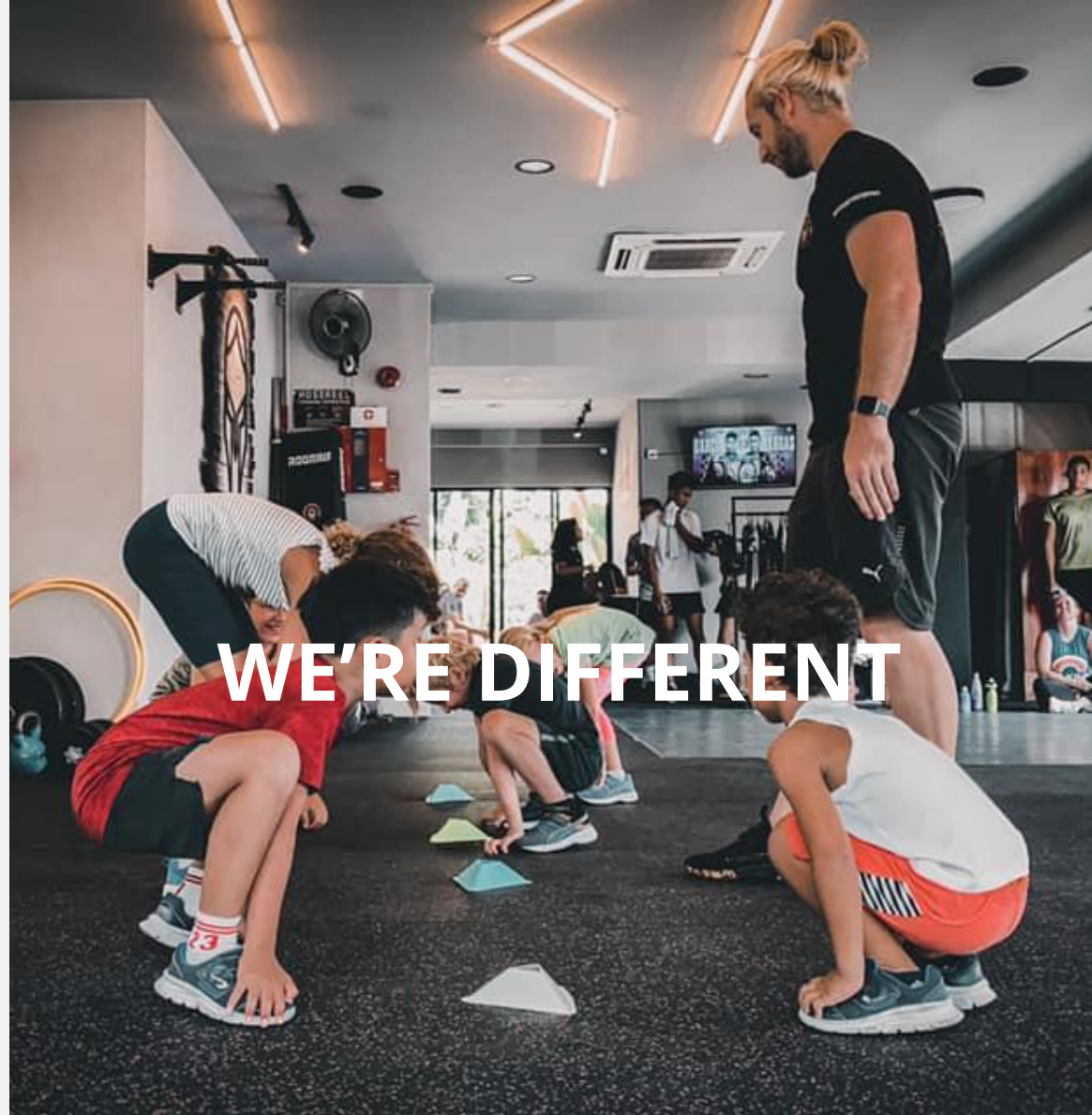
**We are actively involved** with local based amateur boxing organizations. For Singapore, this is SABA\*.

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

\*Singapore Amateur Boxing Association

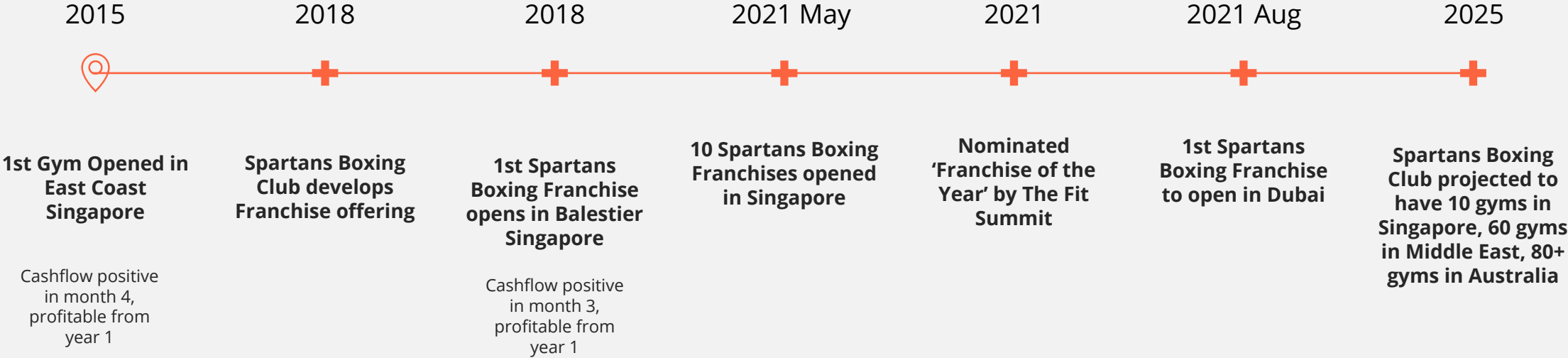


- ✓ Friendly and accessible
- ✓ Clean, modern facilities
- ✓ Kids boxing



- ✓ 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



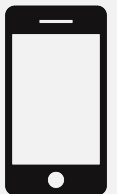
Strong ROI



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



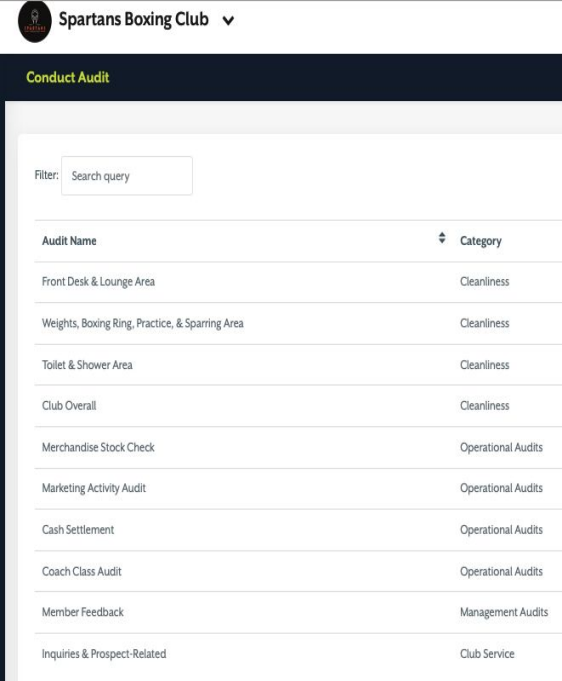
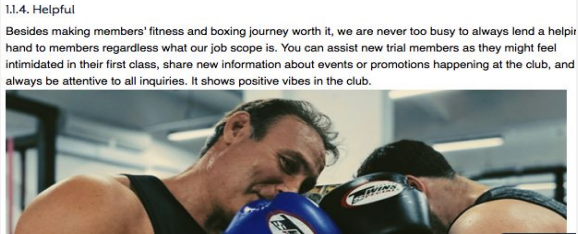
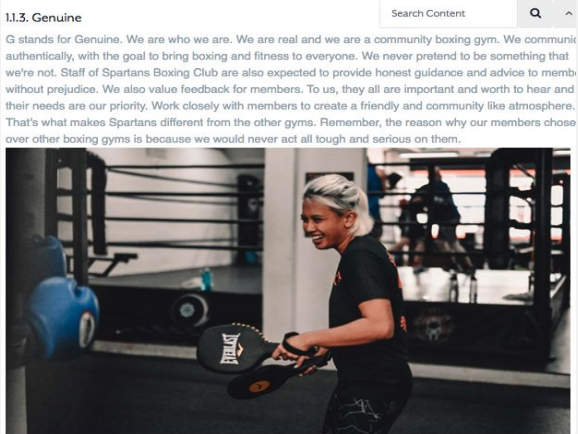
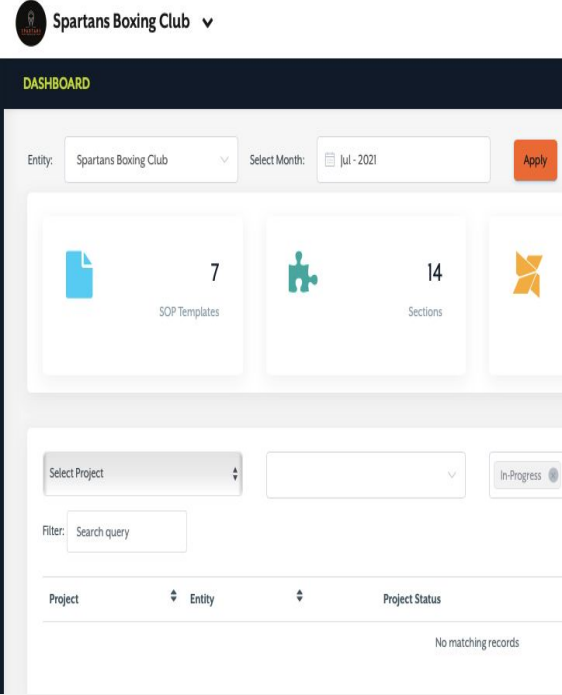
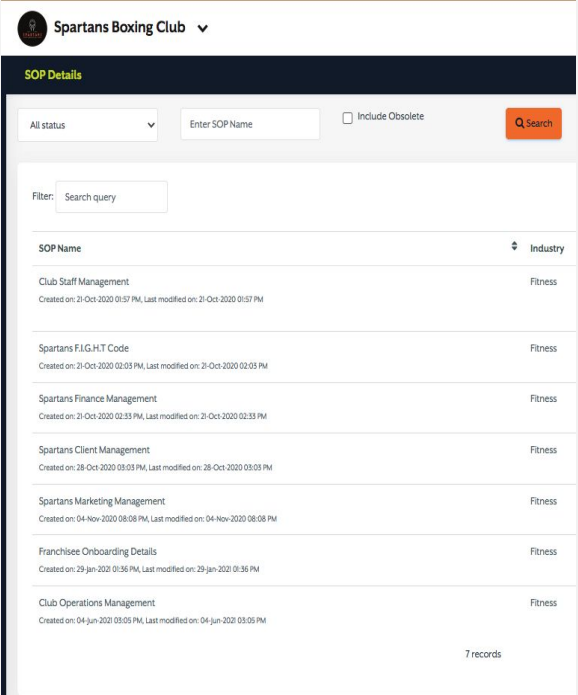
LIVE STREAMING  
AND VIDEOS ON  
DEMAND



# 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

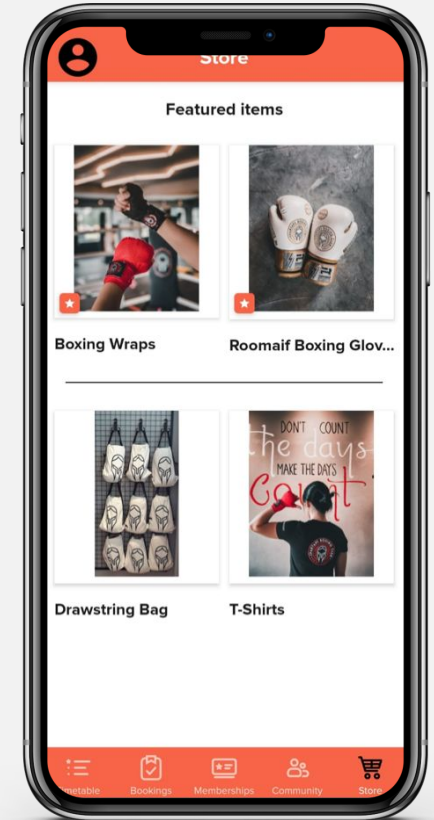
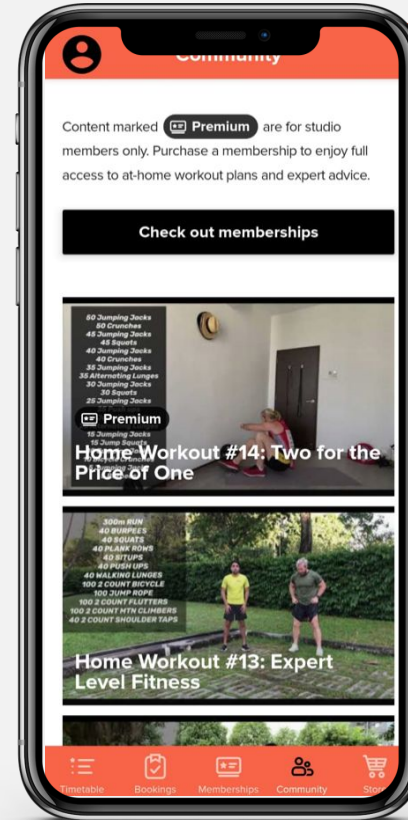
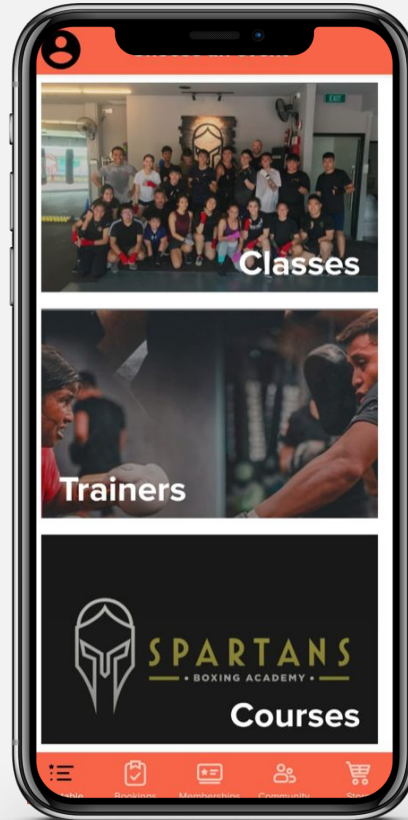


# SPARTANS BOXING CLUB APP

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)

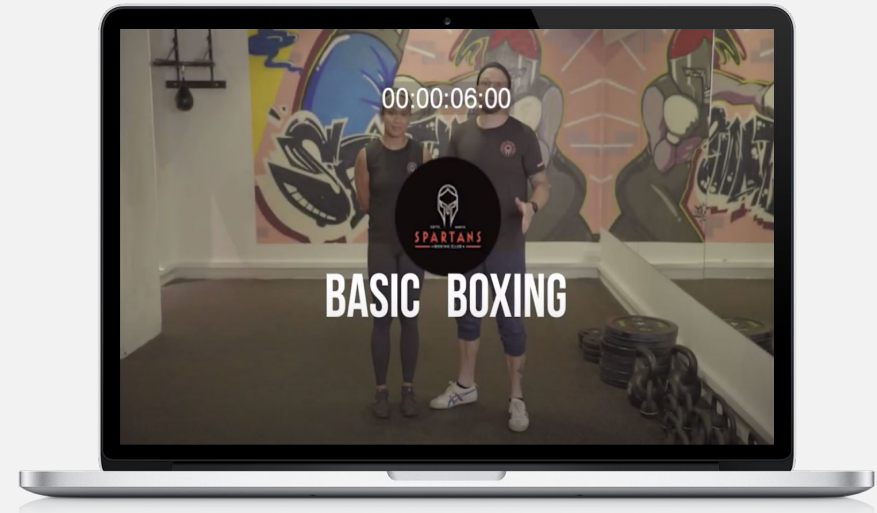


# LIVE STREAMING AND VIDEOS ON DEMAND (VOD)

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.







# COMMUNITY ENGAGEMENT (COMMUNITY TV)

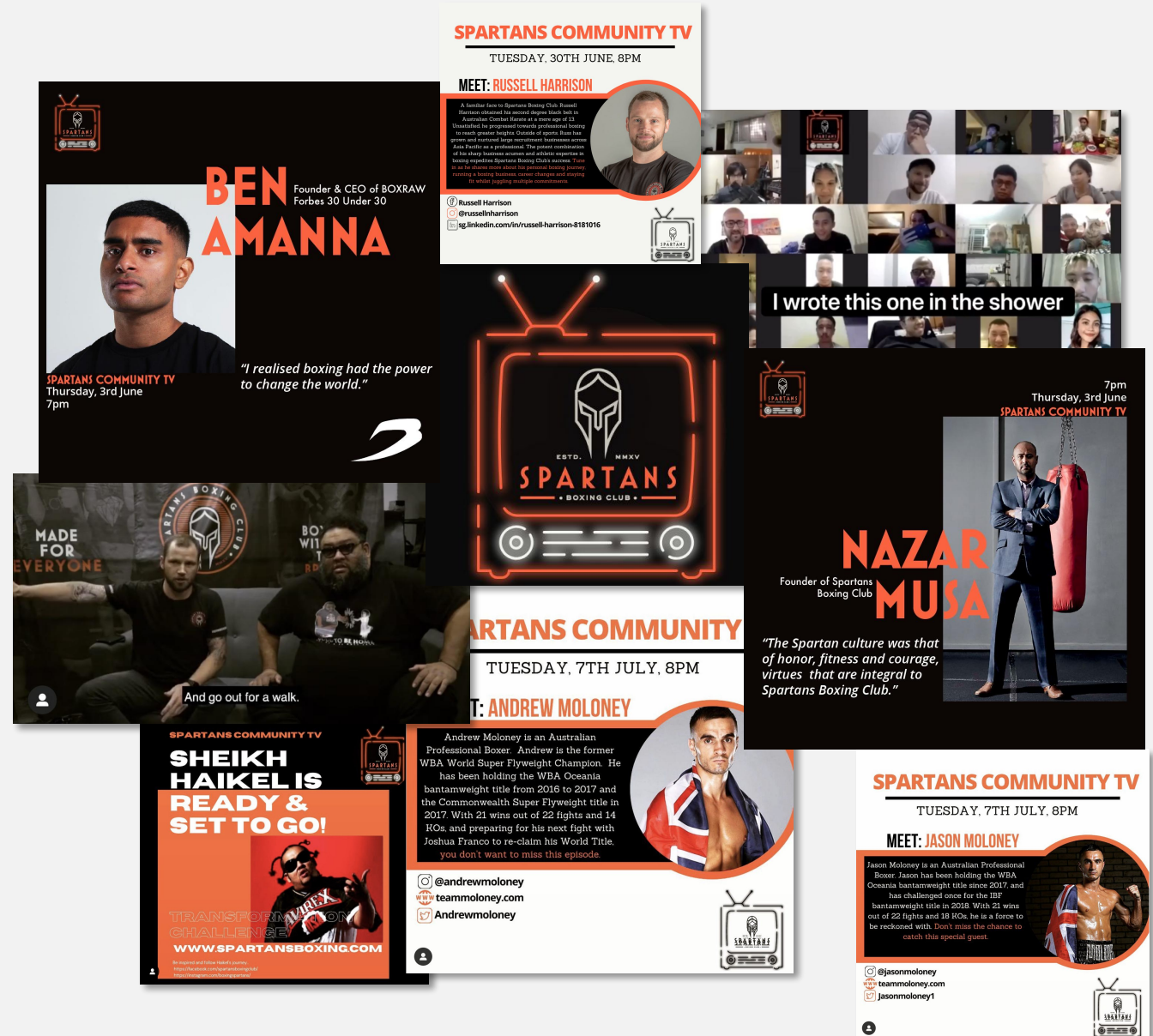
Launched Spartans Community TV  
(April 2020)

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



• BOSSING ACADEMY •

# EARN 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 forms

Get OFFICIALLY CERTIFIED by a top 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, ACTIVE AND FUN FOR YOUR CLIENTS**

**BOXING IS THE BEST MINDING MARTIAL ART OF 2019 (THE WALL STREET JOURNAL)**

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

## CHOOSE SPARTANS

We're a top boxing club in Singapore. We have an in-house National Champions and National Team members, or professional fighters that have competed for international titles.

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

Learn proper punching techniques and footwork to improve and avoid injury from coaches at the top of the sport in Singapore.

Great coach to participant ratio for more personalised attention.


 ESTD. 1902  
**SPARTANS**  
 • BOWLING CLUB •

MARKET RESEARCH ON FITNESS INDUSTRY FOR  
INDONESIA & THE PHILIPPINES

By Astreem Consulting  
30 Jan 2019

**Existing Free Trial Journey Map**

STAGES	BEFORE 3 ways to interact with existing service			TRANSITION	DURING	AFTER
google	Googled for boxing gyms in Singapore	social media	Chanced on friends social media posts	<p>Transition is not seamless</p> <p>efficient facilities, fun and inviting &amp; friendly staff &amp; members</p>	<p>1) greeted by staff</p> <p>2) signed waiver form</p> <p>3) changed into outfit</p> <p>4) put on boxing wrap</p> <p>5) warm up in group</p> <p>6) personalized training</p> <p>7) group training</p>	<p>1) share experience with service staff</p> <p>2) check location schedule</p> <p>3) get more details on pricing</p> <p>4) sign up immediately as a member or decide another day</p>
TASKS	Location, pricing and programmes	<ul style="list-style-type: none"> <li>- surf SBC website for more details</li> <li>- check out the services at the club</li> </ul>	<ul style="list-style-type: none"> <li>- surf SBC on the go using mobile</li> <li>- walk-in to enquire</li> </ul>		<p>high-spirited, good mix of personal and group session</p>	<p>energized, I felt like I just did a 4.8km run, it was intense!</p>
TOUCHPOINTS						

**Our Rates Membership**

Let's meet across Singapore Gym Tourist

Digitally do participate in Events

Attractive Discounts with-out coupons

**Proposed Free Trial Sign-Up Journey Map**

**Stages**

Discover → Enroll


**Steps**

1. Know the gym
2. Research the gym
3. Enquire about the gym
4. Sign up for a trial
5. Attend the trial
6. Evaluate the trial
7. Sign up for a membership
8. Attend the membership
9. Evaluate the membership
10. Sign up for a membership
11. Attend the membership
12. Evaluate the membership

**Key Changes**

- 1. Research the gym
- 2. Enquire about the gym
- 3. Sign up for a trial
- 4. Attend the trial
- 5. Evaluate the trial
- 6. Sign up for a membership
- 7. Attend the membership
- 8. Evaluate the membership
- 9. Sign up for a membership
- 10. Attend the membership
- 11. Evaluate the membership
- 12. Sign up for a membership

EXPENSES				
<b>(Marking &amp; Lead Generation Expense</b>				
Staff Payroll				
Administrative & Legal Expense				
Bus. Insurance				
Opening Support				
Travel Budget				
Advertising Cost Per Sale				
Recommended Single Unit Franchise Fee				
Projected Margins to Franchisee				
<b>ASSUMPTIONS</b>				
<b>MARKETING &amp; LEAD GENERATION</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
Totals	\$ 4,830.00			
Draft Budget				
Order Mailings	\$ 1,000.00	\$ 1,000.00		
Book order				
Brochures	\$ 1,000.00			
Print Adv./Promotion				
Total				
Is Your Budget				
Exceeds Cost after safety				
<b>SALES EXPENSE</b>				
Commission structure to Franchisee member				
<b>ADMINISTRATION &amp; LEGAL</b>				
Commission structure to Franchisee member				
<b>FINANCING STATE VENDOR AND INITIAL</b>				
No. of Personnel				
No. of Vendors				
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/rect		
Reimburse	\$ 50.00	per pay/rect		
<b>OTHER</b>				
<b>OPERATING SUPPORT AND TRAINING</b>				
No. of Personnel				
No. of Vendors				
Compensation				
At Travel	\$ 250.00	per pay/ly		
Salary	\$ 5,000.00	per pay/rect		
Local Transportation	\$ 50.00	per pay/rect		

SINGLE-UNIT INDONESIA /PH/IMPRES CDR																																																																					
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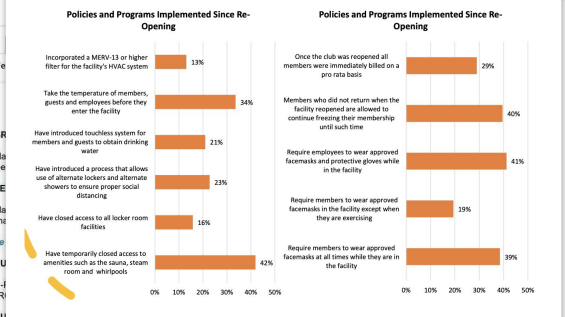
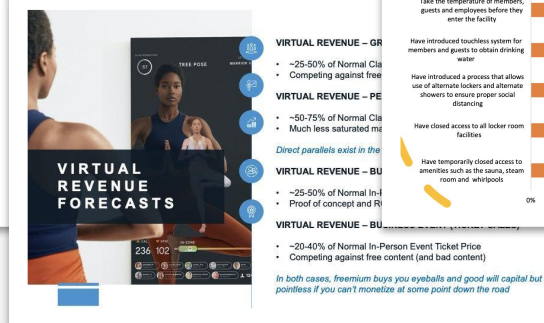
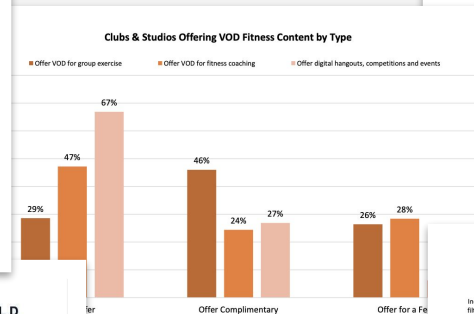
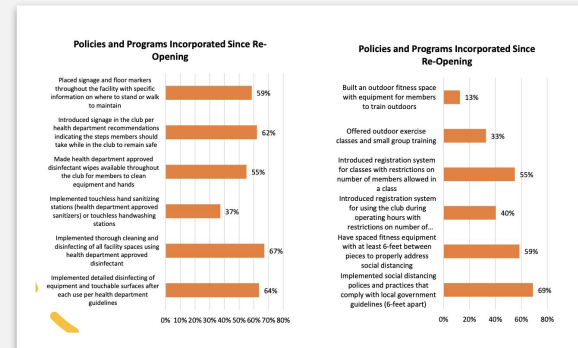
## CBD AND EXPATS AREA IN JAKARTA



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



# 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 USD\$240 billion.
- By 2023, Asia Pacific will overtake North America as world's largest market with 9.2% annual growth and USD\$373.5 billion valuation.

# FRANCHISE BUSINESS MODEL







# INVESTMENT OPPORTUNITY

USD\$200K - \$225K  
Investment

EBITA  
40 – 50%

USD\$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**  
USD\$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**  
USD\$200K - \$225K

**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**  
USD\$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	USD\$75K	USD\$235K	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.

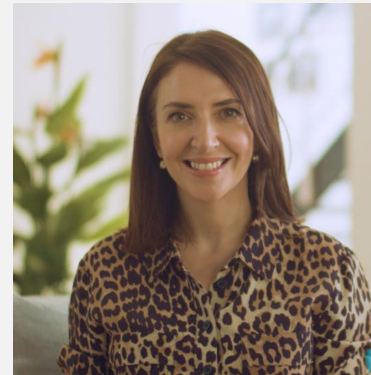
# MEET THE TEAM



## 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*

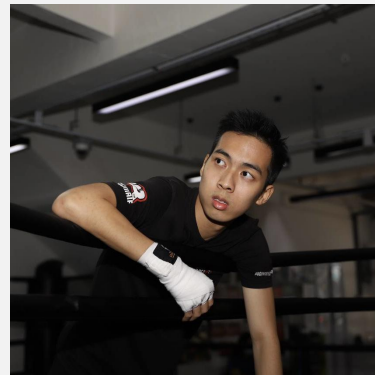
Global HR professional with years of board experience across Europe, Middle East, Asia and Australia.



## RUSSELL HARRISON

*Managing Director*

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



## 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*

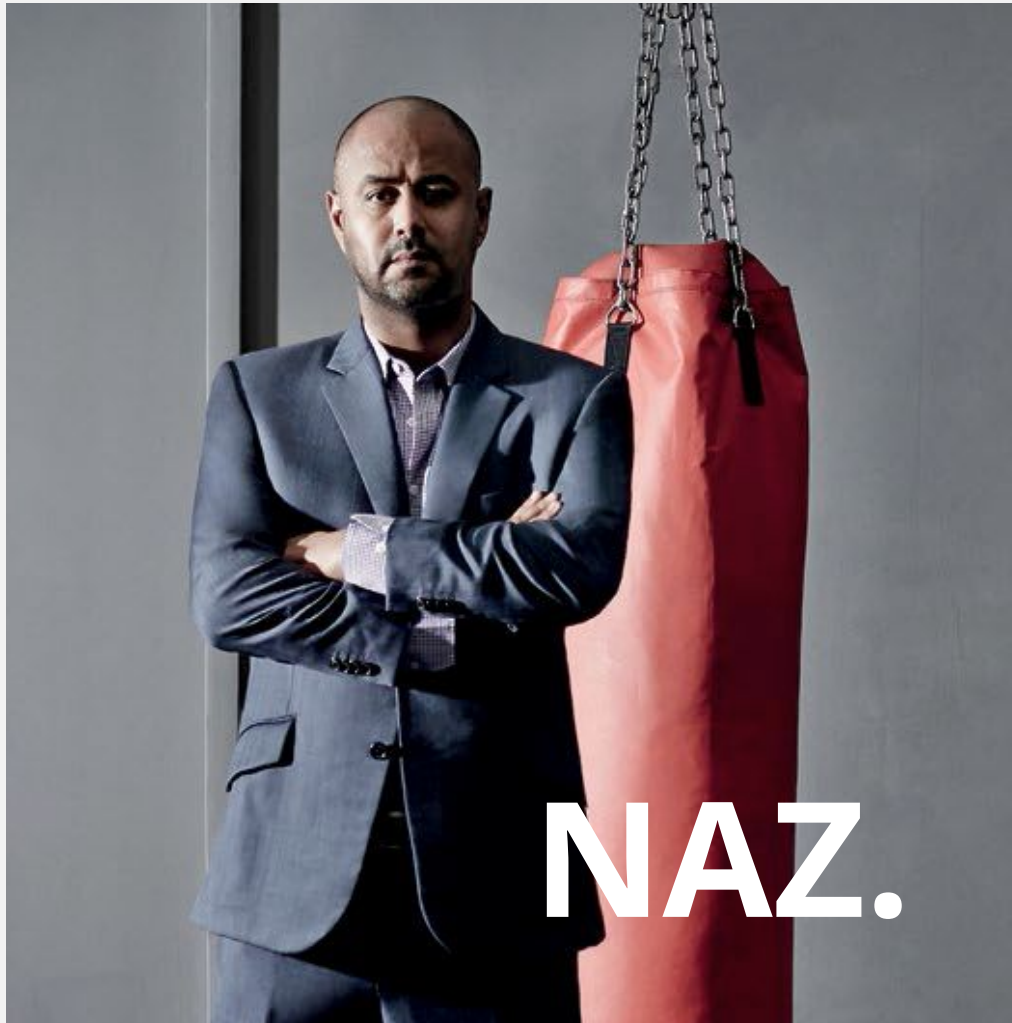
21 years of experience as an entrepreneur specialising in marketing and growing start up businesses.



## 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)



**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.facebook.com/spartansboxingclub/>

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

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

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