

Business Plan Proposal:

Fitness by ARTIZEN Relaunch Strategy

Prepared For: Artizen NYC

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1. Executive Summary

Fitness by ARTIZEN is an established fitness facility in the Riverdale section of the Bronx with a historical focus on personal training. We are embarking on a significant relaunch to enhance customer experience, upgrade the environment, and introduce a modern, value-driven membership model. A key component of the strategy is integrating with their co-owned cafe, Artizen NYC to create a unique lifestyle hub.

The immediate focus is on a strategic overhaul of their service model and marketing efforts to drive initial growth. Concurrently, they are seeking an infusion of funds for meaningful facility upgrades, including the construction of a refreshed welcome zone & lounge, aesthetic bathroom upgrades, and the addition of premium wellness amenities like an infrared sauna and a dedicated massage/retail space.

2. Company Description

- **Business History:** *Fitness by ARTIZEN* has been serving the Riverdale community for 10+ years, establishing a reputation for effective, no-frills personal training.
- **Strategic Partnership:** The ownership team also operates Artizen NYC, a local cafe and workspace. This relaunch will formalize the synergy between the two businesses.
- **Mission Statement:** To be the premier destination for results-oriented fitness by combining expert personal training with an exceptionally attentive and motivating gym environment, complemented by the community and amenities of their partner cafe.
- **Vision Statement:** To revitalize the brand and facility, becoming the leading personal training-focused gym in Riverdale, celebrated for their integrated approach to member wellness, success, and community.
- **Legal Structure:** Limited Liability Corporation
- **Location:** 3603 Fieldston Road, Bronx, NY 10463

3. Market Analysis

- **Target Market:** The primary market remains individuals committed to personal training. The business is expanding their target to include remote workers, creatives, and professionals who value an integrated lifestyle and seek a "third place" that accommodates their fitness, work, and social needs.

- **Competitive Advantage:** *Fitness by ARTIZEN* has an established reputation in personal training, combined with a revitalized facility and a unique, incentive-based membership structure. The exclusive partnership with Artizen NYC creates an unparalleled lifestyle offering that no local competitor can match.

4. Phased Relaunch Strategy

The relaunch will occur in two distinct phases, allowing the business to generate momentum and revenue while securing capital for major renovations.

Phase 1: Service & Marketing Overhaul (Immediate Focus)

This phase requires minimal capital investment and focuses on elevating the member experience through improved service, community engagement, and aggressive marketing of the new membership tiers.

Key Actions & Detailed Execution:

- **Implement New Membership Tiers & Training Incentives:**
 - **Systems:** Program the Point-of-Sale (POS) at both the gym and cafe to recognize member tiers for automatic discounts. Create a simple digital system (or physical card) to track and redeem gift cards and monthly cafe stipends.
 - **Materials:** Design and print clear, compelling brochures and in-house signage explaining the value of each tier and a revamped personal training discount. Update/Create websites and all social media profiles.
 - **Training:** Equip front desk staff and trainers with a script that helps them confidently explain the benefits and ROI of longer-term commitments and training packages.
- **Execute New Customer Service Protocols:**
 - **Training:** Hold a mandatory, all-hands workshop focused on proactive member engagement: learning names, offering assistance with equipment, and providing positive reinforcement.
 - **Daily/Weekly Huddle:** Institute staff/trainer meetings to welcome new members by name, review member feedback, and implement program updates as needed.
 - **Empowerment:** Give staff the authority to solve minor member issues on the spot with small perks, like a complimentary coffee from Artizen NYC
- **Enhance In-Gym Experience & Amenities:**
 - **Collaborative Playlist:** Set up a system (e.g., using a service like Rockbot or a shared, managed Spotify playlist) that allows members to add songs to the gym's music queue from their phones. Promote that members can tune into this shared gym vibe through their own Bluetooth headphones.
 - **Recovery Station:** Create a designated "Recovery Station" on the gym floor. Equip this area with several high-quality muscle massage guns (e.g.,

Theragun, Hyperice) and foam rollers for complimentary member use, along with clear instructions and sanitation wipes.

- **Launch "Wellness by Artizen" Marketing Campaign:**
 - **Branding:** Develop a co-branded visual identity that is used across both the gym and cafe, creating a cohesive look and feel.
 - **Digital Push:** Launch a targeted social media ad campaign in the local area showcasing the "day in the life" of a member: workout at the gym, followed by a productive work session at the cafe.
 - **Local Influencers:** Partner with local micro-influencers who align with the brand to have them document and share their experience using both facilities.
- **Establish a Robust Member Feedback System:**
 - **Proactive Outreach:** Implement an automated SMS/email survey after a member's 5th visit asking for a 1-10 rating. A staff member will personally reach out to anyone who rates below a 7 to resolve their issues (e.g., using a service like [quicklybees](#)).
 - **Passive Collection:** Place a physical suggestion box in the gym and create a dedicated feedback email address. All feedback is to be acknowledged within 24 hours.
 - **Closing the Loop:** Once a month, send an email newsletter highlighting changes made based directly on member feedback to show that the business is listening.

Phase 2: Premium Facility Upgrade (Funding Dependent)

Once funding is secured, the business plans a comprehensive renovation of key areas, specifically designed to transform the physical environment into a wellness-focused space.

Core Projects:

- **Welcome Center & Lounge:** Construct a new front entrance area featuring comfortable lounge seating, complimentary water/towel service, and a dedicated barber's chair for member appointments.
- **Member Cubbies & Storage:** Install secure, modern cubbies or small lockers in a convenient location for members to store personal items like keys, phones, and wallets during their workout. This could be a premium feature for members.
- **Fresh Bathrooms:** Complete gut renovation of men's and women's bathrooms to include modern tiling, new fixtures, a new shower enclosure, bidet toilets, and premium, complimentary bathroom products (e.g., Kiehl's soap, bath wash, and moisturizer).

Additional Wellness & Revenue Opportunities:

- **Two-Person Infrared Sauna:** Install a modern, two-person infrared sauna, bookable by members for 15/30-minute sessions. This adds a high-demand wellness service that aids in recovery and relaxation.

- **Office Space Conversion:** Repurpose the current single office space to create a new revenue stream and enhance the member experience.
 - **Option A - Massage/Treatment Room:** Renovate the office into a modern, private treatment room. Rent this space to a certified massage therapist or physical therapist, operating similarly to the freelance trainer program.
 - **Option B - Boutique Retail Space:** Update the office to include a small, curated retail section selling high-end beauty, wellness, and athletic products. This would include the same premium brands offered in the bathrooms, allowing members to "try and buy."

5. Services & Products

Fitness by Artizen will refocus its services on providing an exceptional training experience, supported by a new tiered membership model that integrates benefits from Artizen NYC along with partnerships with local businesses.

Membership Tiers:

- **Tier 1: Month-to-Month Commitment**
 - Price: \$125/month
 - Incentives: 10% discount on all purchases at Artizen NYC.
- **Tier 2: 6-Month Commitment**
 - Price: \$750
 - Incentives: \$50 Gym Gift Card, \$50 Artizen NYC Gift Card, Local Business Gift Card Bundle.
- **Tier 3: 12-Month Commitment**
 - Price: \$1500
 - Incentives: One Month Free, \$100 Gym Gift Card, \$20 Monthly Cafe Stipend, Premium Local Business Gift Card Bundle.

Personal Training Program

The personal training program is the cornerstone of the business' results-oriented philosophy. They will support both an in-house team and approved freelance trainers to provide maximum flexibility and expertise for their members.

- **In-House Training Team:**
 - **Role:** The in-house trainers are brand ambassadors, responsible for embodying the gym's new focus on attentive service. They provide personalized training programs, nutritional guidance, and complimentary fitness assessments for all new members.
 - **Promotion:** Trainers are required to be active on social media, contributing to the gym's content with workout tips, client success stories, and "day in the life" posts. They will lead free, specialized workshops for members each month (e.g., "Intro to Powerlifting," "Mobility for Desk Workers").

- **Freelance (Visiting) Trainer Program:**
 - **Structure:** The business will offer a "Professional" membership for certified, insured freelance trainers who wish to train their own clients in the facility. This provides an additional revenue stream and brings new people into their ecosystem.
 - **Promotion:** Approved visiting trainers will be listed on a dedicated page on the website, lending them credibility and promoting their services to gym members who may be looking for a different training style.
- **Personal Training Membership Incentive:**
 - **The Offer:** To encourage members to commit to their fitness goals, any member who uses personal training sessions (with an in-house trainer) will receive a discount on their next month's membership fee.
 - **Benefit:** This provides an immediate, tangible reward for investing in personal training, increasing both client retention and trainer revenue.

6. Organization & Management

- Adam Castillo: Owner/General Manager
- Adam Castillo: Head of Training & Development
- TBD: Member & Community Experience Manager
- TBD: Front Desk/Operations Lead

7. Marketing & Relaunch Strategy (Immediate Priority)

- **Phase 1: Teaser Campaign (Pre-Relaunch)**
 - "The Evolution of *Fitness by ARTIZEN*" social media campaign, hinting at upcoming changes.
 - Email campaign to existing members announcing the new membership tiers and service enhancements.
- **Phase 2: Grand Relaunch**
 - Host a joint "*Wellness by ARTIZEN*" event at both the gym and cafe. Feature "Meet the Trainers" sessions, free workouts, coffee, and showcase the new service attitude.
 - Offer exclusive "Lifestyle" promotions for new and existing members who sign up for longer-term tiers.
- **Phase 3: Ongoing Marketing**
 - Aggressively promote the gym/cafe "Day Pass" to attract remote workers.
 - Launch a member testimonial campaign focused on results and the new, attentive environment. Feature trainer-client success stories prominently.
 - Establish a "Barber in Residence" program, cross-promoting with a local barber for appointments in the new welcome lounge (post-renovation).

8. Financial Projections & Funding Request

The following projections are estimates for thoughtful and strategic enhancements to a 600-700 sq ft portion of the facility in New York City. The approach prioritizes leveraging the space's existing useful state and incorporating significant DIY efforts to minimize external costs.

Considerations:

- **Focus on DIY & Strategic Vendor Selection:** Prioritize internal labor for tasks like painting, assembly, and minor installations. For specialized tasks (e.g., specific plumbing, advanced electrical if absolutely necessary), we will seek out independent, local tradespeople rather than full-service general contractors.
- **Minimal Permitting:** Given the existing useful state and DIY focus, we anticipate most upgrades will be cosmetic or non-structural, significantly reducing or eliminating the need for complex and costly NYC permits. We will confirm local regulations for any minor plumbing or electrical work that might be required.
- **Value-Driven Design:** The design choices will focus on maximizing impact through smart material selections, creative use of existing elements, and targeted enhancements rather than full-scale luxury overhauls.
- **Contingency:** While costs are reduced, a smaller contingency is still prudent for unforeseen minor issues.

Estimated Facility Upgrade Costs:

Item	Estimated Cost Range (Low - High)	Notes
Construction & Renovation		
Refreshed Welcome Zone & Lounge	\$5,000 - \$12,000	Focus on paint, minor wall repair, updated lighting fixtures (DIY installation), and a refreshed, inviting layout using existing elements where possible. Includes materials for feature wall or branding.
Optimized Bathroom Refresh (x2)	\$8,000 - \$20,000	Focus on cosmetic upgrades: paint, regrouting, new mirrors, upgraded lighting fixtures (DIY), refreshed toilet seats, and potentially new faucet fixtures. Replacing only what's necessary to improve aesthetics.
Member Storage Solutions	\$2,000 - \$5,000	Efficient, affordable cubby or locker systems (e.g., metal lockers from a secondary market, or simple custom-

		built wooden units with basic locks) assembled in-house.
Fixtures & Equipment		
Comfortable Lounge Furnishings	\$3,000 - \$8,000	Sourcing comfortable, durable pieces from discount retailers, online marketplaces (used/refurbished), or simple, assemble-at-home options. Focus on comfort and longevity over high-end brands.
Versatile Barber/Grooming Station	\$1,500 - \$3,500	A functional, professional-looking station; potentially a robust, versatile chair and a quality mirror. Sourcing from salon supply liquidators or second-hand commercial equipment.
Compact Infrared Sauna	\$3,000 - \$7,000	Smaller, more efficient model, potentially a 1-person unit or a compact 2-person, focusing on reputable consumer-grade brands for self-assembly or minimal installation.
Flexible Office/Multi-use Space	\$1,000 - \$4,000	Focus on basic partitioning if needed (e.g., sound-dampening curtains, room dividers), paint, lighting, and versatile furniture for massage table or retail shelving (DIY assembly).
Subtotal: Hard Costs	\$23,500 - \$59,500	
Soft Costs & Overhead		
Project Management (Internal/DIY Guidance)	\$0 - \$1,500	Assumes project leadership is handled internally. Budget only for consulting a specialist (e.g., a specific trade for advice) if absolutely necessary. No GC fee.
Design & Planning (DIY/Basic Consultation)	\$0 - \$1,000	Focus on internal planning, mood boards, and basic sketches. Budget for a short consultation with an interior designer for layout optimization or a permit expert <i>if</i> minor changes require it. No full architectural fees.
Subtotal: Soft Costs	\$0 - \$2,500	

Other Project Costs		
Targeted Relaunch Marketing	\$3,000 - \$7,000	Focused digital campaign, local partnerships, and a community-centric launch event. Less on broad influencers, more on organic reach and local engagement.
Initial Stock of Quality Products	\$1,000 - \$3,000	For restrooms and any targeted retail. Focus on bulk purchasing or trial sizes to manage initial inventory.
Subtotal: Other Costs	\$4,000 - \$10,000	
Contingency Fund (Est. @ 15%)	\$2,800 - \$11,000	Percentage of total hard and soft costs.
TOTAL ESTIMATED FUNDING REQUEST	\$30,800 - \$84,500	

