

Fitness by ARTIZEN Relaunch Strategy

A comprehensive business plan to revitalize an established fitness facility in the Riverdale section of the Bronx through service enhancements, strategic marketing, and facility upgrades while leveraging its unique partnership with Artizen NYC café.



Executive Summary

Fitness by ARTIZEN is an established fitness facility in Riverdale with a 10+ year history focused on personal training. This relaunch strategy aims to:

- Enhance customer experience
- Upgrade the physical environment
- Introduce a modern, value-driven membership model
- Integrate with co-owned Artizen NYC cafe

The plan unfolds in two phases:

1. Immediate service & marketing overhaul
2. Premium facility upgrades (funding dependent: \$30,800-\$84,500)

The vision is to become the leading personal training-focused gym in Riverdale, celebrated for an integrated approach to wellness, success, and community.



Company Overview

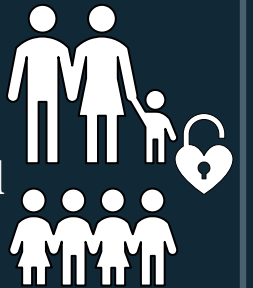
Business History

Serving the Riverdale community for 10+ years with effective, no-frills personal training



Strategic Partnership

Ownership team also operates Artizen NYC café and workspace, creating a unique lifestyle hub



Location

3603 Fieldston Road, Bronx, NY 10463 (Bx7, Bx10, Bx20)



Legal Structure

Limited Liability Corporation



Mission

To be the premier destination for results-oriented fitness by combining expert personal training with an exceptionally attentive gym environment, complemented by our partner cafe.

Vision

To revitalize the brand and facility, becoming the leading personal training-focused gym in Riverdale, celebrated for an integrated approach to wellness.



Market Analysis

Target Market

- Individuals committed to personal training
- Remote workers and professionals
- Creatives seeking an integrated lifestyle
- Community members looking for a "third place"

Competitive Advantage

- Established reputation in personal training
- Revitalized facility with modern amenities
- Incentive-based membership structure
- Exclusive partnership with Artizen NYC café



Phase 1: Service & Marketing Overhaul

Immediate focus requiring minimal capital investment



New Membership Tiers

Implement tiered pricing with Aritzen NYC café integration and training incentives



Customer Service Protocols

Staff training on proactive engagement, consistent huddles, and member recognition



Enhanced Gym Experience

Collaborative playlists and recovery station with massage equipment



Feedback System

Automated surveys, personal follow-ups, and visible implementation of suggestions



WELLNESS
BY ARTIZEN



ARTIZEN
Your Life. Elevated.

Marketing Campaign: "Wellness by Artizen"

Branding Elements

- Co-branded visual identity across gym and cafe
- Cohesive look and feel in all materials
- Updated websites and social media profiles

Digital Strategy

- Targeted local social media campaigns
- "Day in the life" content showcasing the integrated experience
- Partnerships with local micro-influencers

Phased Approach

1. **Teaser Campaign:** "The Evolution of Fitness by ARTIZEN" social media series
2. **Grand Relaunch:** Joint event at gym and cafe with trainer sessions
3. **Ongoing Marketing:** Day Pass promotions, member testimonials, barber program

Phase 2: Premium Facility Upgrade

Funding-dependent comprehensive renovation

1

Welcome Center & Lounge

New front entrance with comfortable seating, complimentary water/towel service, and dedicated barber's chair

Cost: \$5,000-\$12,000

2

Member Storage Solutions

Secure, modern cubbies or small lockers for personal items during workouts

Cost: \$2,000-\$5,000

3

Bathroom Renovations

Modern tiling, new fixtures, shower enclosures, bidet toilets, and premium complimentary products

Cost: \$8,000-\$20,000



Additional Wellness Opportunities



Two-Person Infrared Sauna
Bookable by members for 15/30-minute sessions
Aids in recovery and relaxation
Cost: \$3,000-\$7,000

Office Space Conversion Options

Option A: Massage Room

Private treatment room rentable to certified therapists
New revenue stream through freelance program

Option B: Boutique Retail

Curated selection of premium wellness products
"Try and buy" model with bathroom products

Cost: \$1,000-\$4,000

Membership Tiers

FITNESS
BY ARTIZEN



BRONZE

MEMBERSHIP 1 12025

Bronze: 10% discount on all purchases at Artizen NYC

Bronze: 10% discount on all purchases at Artizen NYC



SILVER

MEMBERSHIP 1 12024

Silver: 15% discount on all purchases at Artizen NYC

Silver: 15% discount on all purchases at Artizen NYC



GOLD

MEMBERSHIP 1 12023

Gold: 20% discount on all purchases at Artizen NYC

Gold: 20% discount on all purchases at Artizen NYC

Tier 1: Month-to-Month

Price: \$125/month

Incentives: 10% discount on all purchases at Artizen NYC

Tier 2: Six-Month Commitment

Price: \$750 (\$125/month)

Incentives: \$50 Gym Gift Card, \$50 Artizen NYC Gift Card, Local Business Gift Card Bundle

Tier 3: Twelve-Month Commitment

Price: \$1,500 (\$125/month)

Incentives: One Month Free, \$100 Gym Gift Card, \$20 Monthly Cafe Stipend, Premium Local Business Gift Card Bundle

Personal Training Program

The cornerstone of our results-oriented philosophy

In-House Training Team

- Brand ambassadors embodying attentive service
- Personalized training programs and nutritional guidance
- Complimentary fitness assessments for new members
- Active on social media with workout tips and success stories
- Monthly specialized workshops for members

Freelance Trainer Program

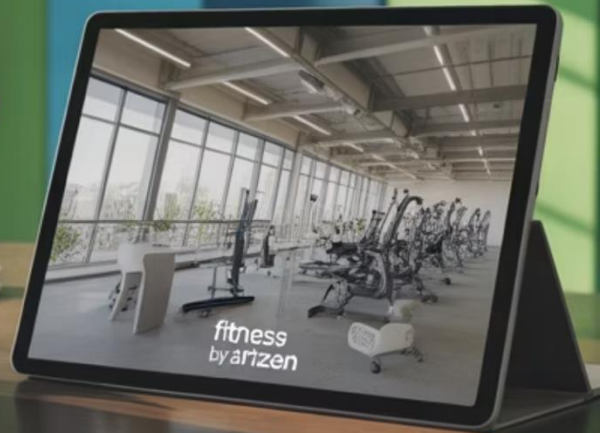
- "Professional" membership for certified, insured trainers
- Additional revenue stream
- Brings new clients into the ecosystem
- Featured on website for credibility

Training Incentive: Members using personal training sessions receive a discount on next month's membership fee





Fitness
by
Artizen



— ✨ —
elevate your
workplace
wellness

Organization & Financial Projections

For comprehensive facility transformation

Management Team

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

Funding Request Summary

\$30.8K

Minimum Funding

For essential upgrades with DIY approach

\$84.5K

Maximum Funding

Implementation Timeline

1

Immediate

- Launch new membership tiers
- Implement customer service protocols
- Begin teaser marketing campaign

2

30 Days

- Grand relaunch event
- Recovery station setup
- Feedback system activation

3

60-90 Days

- Secure funding for Phase 2
- Begin welcome center renovation
- Launch member testimonial campaign

4

120+ Days

- Complete bathroom renovations
- Install infrared sauna
- Convert office space

