



GYMDESK

Martial Arts Business Plan

A fill-in workbook covering everything you need: executive summary, market analysis, marketing plan, operations, and financial projections.

School Name:

Owner / Founder:

Location:

Target Launch Date:

Date Prepared:

SECTION 1

Executive Summary

Your executive summary distills the entire plan into one page. Write this section last, even though it goes first. You need to know your numbers, your market, and your operations before you can summarize them.

Who does your school serve? Be specific about age, location, and discipline.

What problem do you solve? What's missing in your area?

What's your competitive advantage? (Background, philosophy, pricing, location)

Your one-paragraph pitch: why should this school exist?

SECTION 2

Market Analysis

Prove there's room for your school. Research the demographics in your area and map out who you're competing against.

Local Demographics

Pull this from Census.gov or your local chamber of commerce.

Population within 10-15 min drive	Median household income

% families with children ages 5-14	Primary age demographics

What does demand look like? (Existing schools, search trends, community interest)

Competitor Map

List every martial arts school, fitness studio, and after-school program within your radius. Visit them as a prospective student.

School Name	Discipline	Price Range	Target Demo	Google Reviews

Where's the gap? What's missing from your local market?

SECTION 3

Marketing and Sales Plan

Marketing doesn't have to be complicated. It has to be consistent. Plan for \$5,000-\$20,000 at launch; then 5-10% of gross revenue ongoing.

Top 2-3 marketing channels you'll use (Google Ads, Meta, local SEO, partnerships)

Launch marketing budget

Ongoing monthly budget

Launch marketing budget	Ongoing monthly budget

Content plan: What will you post and how often?

Trial-to-member conversion process: What happens after someone's first class?

What's your intro offer? (Free class, discounted first month, trial period)

SECTION 4

Operations Plan

Legal Structure

Business entity type (LLC, S-Corp, etc.)	State of incorporation

Required certifications / NGB affiliations	Insurance provider + coverage

Waiver and liability plan: Who is writing your waivers?

Day-to-Day Operations

Management: Who handles billing, scheduling, and communication?

Onboarding: Step-by-step process from walk-in to signed-up member

Software / tools you'll use	Instructor staffing plan

Retention strategy: How will you keep members long-term?

SECTION 5

Financial Projections

Startup Costs

Fill in the "Your Estimate" column. Add 15-20% to your total for unexpected expenses.

Category	Typical Range	Your Estimate
Lease deposit + first/last month	\$4,000 - \$18,000	
Renovation and buildout	\$5,000 - \$50,000	
Mats and flooring	\$10,000 - \$20,000	
Equipment (bags, pads, mirrors)	\$3,000 - \$10,000	
Insurance (first year)	\$500 - \$1,500	
Software and CRM (first year)	\$1,200 - \$3,600	
Marketing (launch)	\$5,000 - \$20,000	
Legal (LLC, waivers)	\$1,000 - \$3,000	
Other: _____		
Other: _____		
TOTAL	\$30,000 - \$125,000	

Revenue Projections

Model three scenarios. Most schools earn \$140-\$185/month per active student in tuition. Top performers hit \$200+ when you factor in testing fees, merchandise, and private lessons.

Metric	Conservative	Moderate	Aggressive
Monthly tuition price			
Target member count (Year 1)			
Monthly tuition revenue			
Private lessons / mo			

Testing fees / mo			
Merchandise / mo			
Other income / mo			
Total monthly revenue			
Total annual revenue			

Break-Even Calculation

Work through each line. The result tells you exactly how many members you need before the business stops losing money.

A	Total startup costs	\$	
B	Monthly overhead expenses	\$	
C	Annual overhead (B x 12)	\$	
D	First-year total (A + C)	\$	
E	Monthly tuition per member	\$	
F	Annual value per member (E x 12)	\$	
G	Break-even member count (D / F)		

Expected months to break even

Target date for first profitable month

NOTES

Additional Notes and Next Steps

Use this space to capture anything that doesn't fit neatly into the five sections above. Set a calendar reminder to revisit this plan quarterly.

Key decisions still to make

Questions to research

People to talk to (mentors, lawyers, accountants, other school owners)
