



THE PILATES STUDIO
GOOD HEALTH AND WELLBEING

INVESTOR'S PLAN

2025





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EXECUTIVE SUMMARY

Business Name: The Pilates Studio

Location: Ireand

Investment Required: € 300,000

VISION STATEMENT:

To inspire and empower individuals of all ages and fitness levels to achieve optimal health, strength, and balance through the transformative practice of Pilates.

MISSION STATEMENT:

To provide a safe, inclusive space for clients to experience expert Pilates reformer training, improve physical fitness, boost mental well-being, and build confidence in their bodies.

KEY SERVICES/OFFERS:

- Group Reformer Pilates Classes (max 15 people)
 - Branded Studio Apparel & Nutrition Products
 - Flexible Memberships & Class Packages
 - A Social Space for Relaxation and Wellness
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WELLNESS

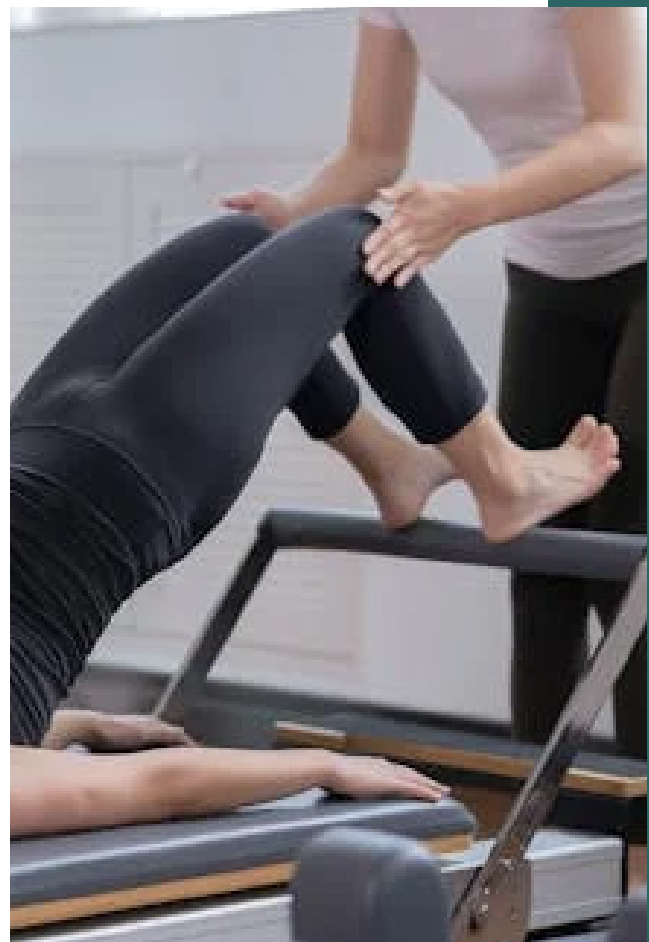
KEY FINANCIAL HIGHLIGHTS:

- Year 1 Projected Revenue: € 1.93 million
- Net Profit (Year 1): € 786,000 after operational costs
- 5-Year Revenue Forecast: € 2.9 million annually by Year 5, with consistent growth.

Initial Investment of € 300,000 will be used for equipment, studio setup, and marketing.

BUSINESS CONCEPT

The Pilates Studio is all set to step up the game of fitness experience in Cork by offering dynamic, low-impact workouts on state-of-the-art Pilates reformers. Our classes are precisely designed for individuals of all fitness levels. Be it beginners, who are seeking to their improve mobility or the expert enthusiasts, who are aiming for deep core strength and refined balance; we fulfil all their fitness needs. Unlike traditional fitness options, The Pilates Studio prioritizes mindful movement, precision, and functional strength that make workouts effective and transformative.



UNIQUE SELLING POINTS:

Precision in Motion: Small Group Focus

At The Pilates Studio, class sizes are intentionally limited to a maximum of 15 participants. This small group focus ensures that each client receives individual attention and correction from our expert instructors. By carefully monitoring alignment and form, we guarantee safe and effective workouts that deliver tangible results. This approach is exclusively important for Pilates because precision is key here to achieve deep core engagement and overall strength. Clients will feel seen, supported, and confident as they progress on their fitness journey. Small class sizes also give them a sense of camaraderie and accountability, thus allow clients to connect with like-minded individuals while pursuing their goals in an uplifting environment.



INDUSTRY OVERVIEW

The fitness industry of Ireland is riven by increased awareness of health, self-care, and lifestyle enhancements thus it is blooming and thriving. Its growth is also complemented by the diverse and affluent population of the city that embrace a wellness-focused culture. A culture, where individuals prioritize premium fitness experiences over traditional gym routines.

PRODUCTS & SERVICES

Dynamic Group Reformer Classes	Flexible packages: Single class, 10-class, 20-class, monthly, and annual memberships. Target: Women of all ages and fitness levels.
Branded Studio Products	Apparel: Leggings, T-shirts, grip socks, and tops with The Pilates Studio branding. Nutrition: Protein powders, protein bars, and recovery smoothies. Gift Cards: For memberships and products.
Social Wellness Space	A comfort area for clients to enjoy smoothies and socialize post-workout.

FINANCIAL PLAN

Use of Funds:

Expense Category	Estimated Cost (Euro)
Reformer Machines (15 units)	120,000
Studio Renovation & Equipment	80,000
Marketing & Launch Events	40,000
Initial Inventory (Apparel/Nutrition)	30,000
Website & Booking Platform	15,000
Miscellaneous	15,000

Investment Required

€ 300,000

SALES VOLUME FORECAST

Below is a structured sales volume forecast for The Pilates Studio, accounting for class packs, memberships, and introductory offers over **Year 1**. This projection assumes steady growth as brand awareness increases, with conservative yet achievable targets:

Product/Service	Units Sold/Month	Price/Unit (Euro)	Monthly Revenue (Euro)	Annual Revenue (Euro)
Starter 2-Pack (Intro)	20	240	4,500	57,600
Fit 5-Pack	15	700	10,500	126,000
Active 10-Pack	12	1,350	16,200	164,400
Dedicated 20-Pack	10	2,500	25,000	300,000
Elite 40-Pack	8	4,600	36,800	441,600
Unlimited Membership	10	1,700	17,000	204,000
Transform 12 Monthly	12	1,450	17,400	208,800
Define 8 Monthly	15	1,100	16,500	198,000
Maintain 4 Monthly	15	600	9,000	108,000
Smoothies & Merchandise	-	-	8,000	96,000
TOTAL REVENUE	-	-	161,200	1,934,400



JOIN US ON THE PATH TO WELLNESS AND PROFIT

The Pilates Studio gives a unique opportunity to invest in a dynamic and rapidly growing market. With Cork's increasing focus on health, wellness, and boutique fitness experiences, The Pilates Studio is strategically positioned to deliver exceptional value to its clients while generating sustainable and profitable returns. Our premium reformer Pilates offerings, combined with a community-driven approach and diversified revenue streams, set us apart as a leader in the industry.

The initial investment of € 300,000 will lay the foundation for a studio that not only meets market demand but exceeds client expectations. By prioritizing quality, innovation, and customer experience, The Pilates Studio is poised to build a loyal client base and achieve consistent growth year after year.

We invite you to join us in transforming the way people approach fitness and self-care in Cork. Together, we can create a thriving, inspiring space that empowers individuals while delivering a strong return on investment. Let's make The Pilates Studio the future of boutique wellness.



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THANK YOU

www.thepilatesstudio.com