**Developing a new personal training business – assignment template**

**Initial business evaluation**

**SWOT analysis**

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| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**Personal development and CPD plan**

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| **Date** | **Areas where I need to develop** | **Actions I need to take to achieve this** | **Who do I need to help me with this?** | **Review date** | **Update on progress** |
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**Market research evaluation**

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| **Market research method** | **Advantages** | **Disadvantages** | **Will this method be beneficial for your personal training business? Explain the reasons for your decision.** |
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**Marketing technique evaluation**

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| **Marketing technique** | **Advantages** | **Disadvantages** | **Will this method be beneficial for your personal training business? Explain the reasons for your decision.** |
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| **Most appropriate method(s) to market your business** |  | | |
| **How market research will be conducted** |  | **How data will be analysed** |  |

**Business plan**

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| **Aims and objectives** | | | |
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| **Stages and milestones** | | **Unique selling points (USPs)** | |
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| **Marketing strategy** | | | |
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| **Resources required to plan, prepare and launch the business** | | | |
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| **Areas of risk and difficulty** | | **Contingency plans to address areas of risk and difficulty** | |
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| **Health, safety, legal and insurance requirements** | | **Professional standards to implement** | |
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**Budget overview**

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| **Planning costs** | **Preparation costs** | **Launch costs** |
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**Profit and loss account**

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| **Income** | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
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| **Expenditure** | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
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|  | **Calculation formula** | **Year 1 projection** |
| **Gross profit** |  |  |
| **Net profit** |  |  |

**Cash flow forecast**

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| --- | --- | --- | --- | --- |
| **Forecast** | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Cash in** |  |  |  |  |
| **Cash out** |  |  |  |  |

**Information technology (IT) planning**

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| **How you will use your digital profile to positively promote the business** |  | |
| **IT applications that will be used to support business planning and delivery** |  |  |
| **Risks and benefits of each application** |  |  |
| **How each application will be used to monitor, interpret and manage business data** |  |  |