

# Executive Summary

## Business Name and Location

*Rock Your World Naturally*

*"Healthy women rock"*

<b>Location</b>	405 Daffodil Drive Jackson, NJ 08527
<b>Founder</b>	Rekishia L. McMillan
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## Opportunity

Health and Wellness Life Coaches offer one-on-one advice on food & nutrition, weight loss, weight gain, fitness, life management, career & business advice, staying on track, and living with a positive mental attitude, providing in-depth physical education and motivation needed to achieve fitness. Most certifying organizations agree that important exercise leader competencies should include, beyond basic scientific anatomy, biomechanics, and exercise physiology knowledge, lifestyle and health, chronic disease (e.g., cardiovascular disease), exercise programming, program management, health behavior modification, and nutritional advice. With the alarming rise in obesity-related problems in adults and health risks of a sedentary lifestyle, there is a need to stay fit now more than ever. Healthy and active living has been encouraged across the globe, and has grown rapidly. Large-scale modernization, rising spending capacity in developing countries, opening of fitness clubs and gyms, affordable training equipment available, personal coaches, and cost-effective and highly advanced wireless healthcare technologies have fueled the growth of the market significantly. In addition, physical activity recommendations by the World Health Organization, government efforts to promote healthy lifestyle, and the consolidation of the entertainment industry into health and well-being to encourage exercising have further propelled the global fitness products and services market.

Wellness<sup>1</sup> is about making healthy lifestyle choices and maintaining one's well-being both physically and mentally. In recent years, more people around the world have begun to recognize the importance of wellness – a trend that has seen the value of the industry increase year on year. The health and wellness market size worldwide was estimated at over 4.4 trillion U.S. dollars in 2019, a figure which is set to increase to over six trillion U.S. dollars by 2025. The health and wellness industry reached a market size of 18 billion U.S. dollars in 2020. Within this industry, there were approximately 366 thousand employees and a total of over 22 thousand businesses. In keeping with the market trends and leverage these opportunities, Rock Your World Naturally is well placed to make the most of a lucrative market position and focus on becoming a key player in the market sector for wellness services.

## **Our Solution**

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Rock Your World Naturally sole purpose is to help people make better life choices for a better quality of life. These include all aspects of health, wellness, and wellbeing, such as keeping fit and active, eating better, having a better understanding and relationship with food and nutrition, taking better care of mental health, and outlook on life.

Rock Your World Naturally (CEO) takes women's problem or hurdles and helps them overcome them to achieve their goals and achieve a positive outcome. There is no problem or excuse Rekishia L. McMillan feel she cannot help her clients overcome, she works getting to know them on a personal and deeper level to understand how they work and operate, as human beings are all different, and never a one size fits all approach to health and wellness. She equips people with the tools, plans, and knowledge to help themselves be at their best physically and mentally.

## **Growth**

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Health and Wellness is something we see around us daily and the fit ones go somewhere to get it done, this is why we at Rock Your World Naturally have taken it upon ourselves to ensure that our clients' needs as regards Health and Wellness are well taken care of. According to Allied Market Research, the fitness market size was valued at \$87,926 million in 2017, and is projected

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<sup>1</sup> <https://www.statista.com/topics/1336/wellness-and-spa/#dossierKeyfigures>

to reach \$215,811 million by 2025, growing at a CAGR of 11.7% from 2018 to 2025<sup>2</sup>. Rise in health awareness, increase in disposable incomes in developing countries, and popularity of physical fitness activities drive the growth of the fitness market. Out of various ways of staying healthy and fit, joining a gym is becoming the most preferable option. This presents us with an opportunity to tap this uncontested market and offer our services via our well-integrated business model.

Over 54 million Americans paid fitness membership fees in 2019, and for the second year in a row, actual visit exceeded five billion. The average member visited their club over 100 times, an all-time high. Memberships have grown 18.6% between 2014 and 2019. According to the Bureau of Labor Statistics, these fitness and recreational sports centers employed 533,200 people and jobs are expected to grow 8% by 2024. Globally there are over 180,000 fitness clubs, estimated to have earned \$84 billion from their 145 million members.

### **Key Factors to Success**

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Rock Your World Naturally is committed to making its business a long-term success with plans for expansion services. It is this dedication and drive which set us apart in our market; our effort as a company will continually focus on increasing our customer base and improving our service. This would easily be achieved by ascertaining the following:

- **Fluid Transition:** We will ensure that we flow with the trends and stay relevant in the industry where we operate, to keep up-to-date, and promote our business practices by integrating more innovative and creative service methods.
- **Improvements:** To earn and maintain an impeccable image, we will always look for innovative and creative methods towards improving our products and services. We will not slow down a bit in our pursuit to always satisfy our customers with new, modern, and innovative methods and approaches towards delivering the wellness experience.
- **Knowledge about the Industry:** We aim to continue to update our experience with the latest and most profitable industry techniques and ideas that comply with local and

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<sup>2</sup> <https://www.alliedmarketresearch.com/pilates-and-yoga-studios-market>

international industry standards by keenly following the trends, and learning from established players as well as bringing about new ideologies.

- **Communication:** We will adopt a flawless communication channel to all customers, which will enable excellent business transactions as well as a platform to make enquires and provide solutions to them instantly.
- The experience and skills possessed by the director are sure bet to provide the best experience and set a pace in the industry.
- Complying with all relevant regulations of the State Regulatory Boards.
- Executing sales and marketing plans which will build client awareness, client discovery, and client loyalty.
- Continually learn from the client's feedback.