



# **Rock Your World Naturally**

## **Business Plan**

For

# **Angel Investment Network**

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# Business Plan

## Legal Page

### Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Rock Your World Naturally in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of Rock Your World Naturally.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of it by the reader may cause serious harm or damage to Rock Your World Naturally.

Upon request, this document is to be immediately returned to Rock Your World Naturally.

\_\_\_\_\_ Signature

\_\_\_\_\_ Name (typed or printed)

\_\_\_\_\_ Date

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## 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
<b>Phone</b>	(848) 212-8125
<b>Email</b>	womenrockhealthcoaching@gmail.com
<b>Website</b>	<a href="http://www.womenrockhealthcoaching.com">http://www.womenrockhealthcoaching.com</a>

### 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.

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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>

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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>

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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.

# Business Overview

## Introduction

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Rock Your World Naturally was formed in 2012 but was not fully launched until 2019. Through the founder's personal experience, she recovered her health holistically. The dramatic health transformation **Rocked Her World Naturally**. Her passion was fueled to help other women to do the same.

We intend to secure partnerships with major insurance companies covering integrative health for women to ensure accessibility and affordability. We offer affordable monthly subscriptions focusing on quality integrative health solutions to attain 500 subscriptions.

We provide 1-on-1 coaching, nutrition plans, food programs, structure fitness plans, in-person or virtual counseling, coaching, and consulting services. Our main aim is to;

- **To Close the Gap in Health Equality:** Societal factors impact a woman's ability to live a healthy lifestyle and access quality affordable healthcare. Low-income women with less education have nearly double the rate of disease. The solution is to provide accurate and equal representation focusing on women's health.
- **Women Want More Technology Health Services:** Holistic and integrative digital health solutions must be developed specifically with women-centric values, wellness and care, and priorities and daily behaviors in mind. Solution - The solution is to provide women with a streamlined online approach to accessing holistic healthcare.
- **Women Are Requesting Affordable Holistic Options:** Studies have shown that roughly 35% of women want an affordable and integrative approach to their healthcare. Unfortunately, many insurance companies do not cover the expense, and the cost falls on the patient. The solution is to provide women with affordable, integrative healthcare covered by significant insurances companies and monthly subscriptions.

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The company is founded and expertly directed by a passionate individual, Rekishia L. McMillan, who is highly experienced and bringing in strong industry and business acumen to the venture. The CEO has the right exposure to transform the goal of the company into great business by knowing fully well how the business functions. The owner is going to make the company an excellent and popular brand from a current business presence to a national and continental trademark while hiring reliable and diligent employees as the business grows. A key factor of business we shall not handle with levity is customer satisfaction, and we will ensure the highest quality of service at all times to meet or surpass their expectations.

To achieve success, we will build Rock Your World Naturally up with a substantial premium brand identity, which will reflect the premium identities of the services that we offer. This will be achieved through premium design online presence and exceptional customer services. All of this will build up a relationship of trust in excellent service to our customers, leading to their continued and repeat patronage.

Rock Your World Naturally recognizes the importance of marketing, and to ensure that we acquire our target audience customers quickly and effectively, we plan to promote our wellness business with an ambitious, targeted marketing campaign to ensure our brand exposure. This includes branded logo, bidding on contracts, and industry networking efforts. Rock Your World Naturally marketing goals are to increase sales by at least 15% each month. We plan for our sales to have a similar increase of at least 15% each month.

## **Investment Requirement**

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The company is seeking an investment of **\$250,000** into the company. Part of the funds will also be used for marketing and advertisements, more service development, cover administration costs and others, which will produce future benefits. This fund will be utilized working capital to maintain operation. The investment returns and interest rate, and agreement are to be further discussed during negotiation. The company expects to be earning solid profits a year after our

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company's launch. If proper funding can be obtained, the company does not expect any significant cash flow problems.

Innovation and creativity will lead Rock Your World Naturally to be a success story for the industry alongside realizing the financial profit to be made from its entrepreneurial success. We have the motivations, enthusiasm and determination to succeed. We are confident in our abilities projected within this business plan for achieving the launch and continued success of Rock Your World Naturally.

### **Our Mission**

*"Rock Your World Naturally champions health equality for all women by providing holistic and integrative healthcare. Rock Your World Naturally considers the unique needs of women and recognizes physical, mental, economic, environmental, social, and spiritual factors impacting a woman's overall health. Rock Your World Naturally offers holistic and integrative digital health solutions specific to women's values, wellness, care, and priorities with daily behaviors in mind."*

### **Vision statement**

*"Our vision is to create a world that provides every woman access to exceptional and affordable integrative healthcare that delivers total health approaches encompassing education, prevention, and treatment that address a woman's unique physical, mental and spiritual needs."*

### **Organization Values**

Our core values are as follow;

- Customer Service- Passion in knowing and understanding our customers and responding to their needs, with the objective of ensuring total customer satisfaction and loyalty because we believe that our customers are the reason for being.
- Performance – Creating and enhancing value for all stakeholders (customers and associates). Proactively seeking and implementing opportunities that drive and sustain

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higher levels of organizational performance and growth, cost effectiveness and efficient delivery of services. Organizational agility, a sense of urgency and creativity are key to achieving these.

- Accountability/Empowerment – Accepting responsibility, assuming ownership and taking full accountability for all our actions, whether decisions or behaviors in the delivery of services and management of resources, in our public and private spheres in whatever level we are in the organization.
- Integrity/ Transparency – Faithfully and fully living up to all responsibilities and obligations; behaving always in accordance with ethical and corporate governance standards.
- Teamwork/Collegiality- Harmonious collaboration, synergy and motivation among our people at all levels and across all activities; moving with a great sense of purpose and sharing responsibility for the Company’s success towards achieving the target goal
- Excellence – We choose to be the Best, give our Best, and Do our Best.

## Objectives

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### Short-term Objectives

- Promote and enhance our brand in creative ways
- Health, wellness and lifestyle coaching for the clients
- To ensure individual fitness, mobility and stability.
- Increasing the number of clients served by 20% through superior programs and services
- Adhere compliance to the legal and regulatory operating environment
- To fully exploit the sector in terms of quality provided and ensuring all the clients enjoy what they are offered
- To grow the business by creating a robust marketing and social media plan to attracts customers
- To achieve a consistently increasing marginal profit
- To generate substantially significant revenue at the end of the first year of operations.

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## Long-term Objectives

- **To develop and maintain a competent staff:** Developing and maintaining a staff that can service the myriad needs of clients is an objective of Rock Your World Naturally Corporation. Attracting professionals with a passion for customer service will place the organization on the path that leads the business to long-term success and viability
- To form strategic partnerships to aid in scaling up operations
- To continuously come out with useful/innovative ideas that will consistently benefit our clients and community
- To maintain a sustainable growth and increased profitability

## The Management

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Rekishia L. McMillan, also known as "The Total Health Coach," is a Certified Mental Health Integrative Medicine Provider, Award-Winning Author, and honorably retired Air Force veteran. Through Rock Your World Naturally, she provides health coaching, counseling, and consulting for women in body, soul, and spirit. Rekishia is passionate about helping women achieve extraordinary health from the inside out. She received her nutritional training at the Institute for Integrative Nutrition in New York City and obtained her Master's degree in Clinical Social Work from Rutgers University. While in the military, she served as a fitness training leader and academic instructor, teaching college courses on stress management, fitness, health, and spiritual and mental fitness. After experiencing her health challenges, including Lyme disease and Post Traumatic Stress

Disorder, she recovered her health through holistic and integrative medicine. Rekishia is also an ordained minister and loves sharing the wellness message with churches, corporate businesses, and community agencies. Her debut books, *Rock Your World Naturally: 7 Divine Keys to Unlock Extraordinary Health* and *Rock Your World Naturally: 28-Days and Beyond Wellness Journal*, were

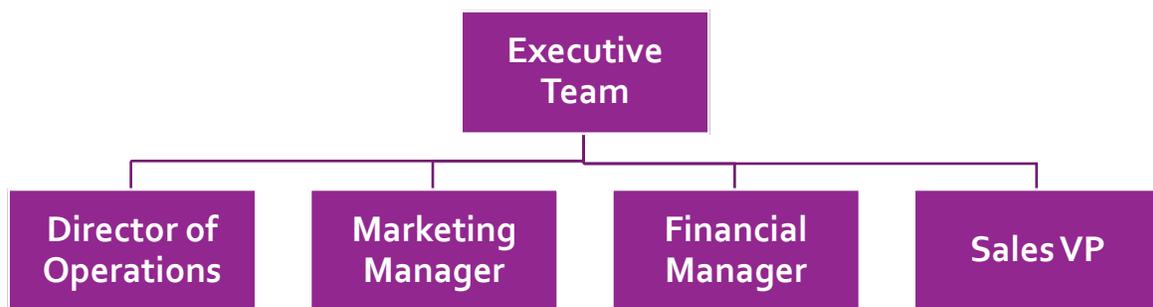
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awarded as Finalists in the "American Book Fest 2017 Best Book Awards for the Health, General Category."

The management team consists of:

- Rekishia L. McMillan: holds the following credentials, a licensed MSW, Certified Mental Health Integrative Medicine Provider, and Certified Integrative Nutrition Health Coach. She is currently working on her Doctorate, Philosophy of Christian Counseling.
- Michelle Mayfield: Doctorate in Theology, specializing in Parent Coaching for women and girls ages 5 to 19. Aids in facilitating monthly health education for women.
- Accounting and finance team is contracted through Best Medical Billing for insurance and billing payments.
- Credentialing services are contracted through Bijoux Health, Founder Brittany Oliver

The business structure company is essential to its management and success. We have laid out plans that will ensure that our foundation is stable and at the same time, staying true to the mission of the company. As the business grows, Rock Your World Naturally will do everything necessary to hire the most people that are qualified, hardworking, and creative, result-driven, customer-centric, and are ready to work to help build a prosperous business that will benefit the company.



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## Key Roles and Responsibilities

The following are tentative key roles and responsibilities which would be performed key management professional staff. Roles and responsibilities would be dynamic and changed as per the requirements of Rock Your World Naturally. Being the highest-ranking executives of Rock Your World Naturally, core responsibilities include:

- Leading the development and execution of long-term strategies, with the goal of increasing clients and brood equity
- Evaluating critical business decisions, contributing marketing ideas and complying with regulations and any related codes
- Be a point-in-contact with investors, building long-term relationships with investors, meeting with them periodically and keeping them informed of the company progress
- Ensuring operational progress follows the Company vision and regularly refine objectives as a result of frequent interactions with stakeholders.
- Contribute marketing ideas
- Developing B2B and B2C relationships
- Establishing strategic alliances
- Negotiating contracts
- Complying with regulations and any related codes
- Evaluating critical business decisions
- Ensuring proper financing

## Overview of Services

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Rock Your World Naturally helps meet the unique health needs of women by providing in-person or virtual counseling, coaching, and consulting services one-on-one or in group settings. Our Unique Selling Point (USP) is the ability to offer services that cover total health for women in body, mind, and spirit.

Major Insurance accepted are:

- 
- Aetna
  - Blue Cross Blue Shield
  - Cigna
  - Evernorth
  - Humana
  - Medicare
  - Optum
  - Oxford
  - United Healthcare
  - Wellcare
  - More to come, and cash payments are accepted.

Rock Your World Naturally also works with a major hospital in New Jersey, Robert Wood Johnson hospital, as a contractor through the Employee Assistance Program to help women with coaching and counseling.

All initial consultations involve a comprehensive 60-minute visit and a subsequent 45-minute follow-up appointment, with scheduled bi-weekly visits. A visit may also recommend allergy testing and metal testing. During this time, we will develop a health plan based on each woman's individual needs accounting for diet, lifestyle, sleep, exercise, trauma, spiritual fitness, career fulfillment, and relationships.

- **Counseling:** At some point, women will encounter some form of trauma, whether in the immediate family, generationally, or environmentally. When left unaddressed, the prolonged after-effects of trauma can take an extreme toll on women's health, leaving deep invisible wounds and scars within the soul that impacts physical, mental, and spiritual health. Through personal one-on-one private sessions, we use evidence-based approaches to help women work through traumatic events and guide them to a place of balance.

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- **Nutritional coaching:** We specialize in integrative medicine and use telemedicine for mental health nutrition and nutritional psychology to help women recover from trauma, depression, stress, anxiety, obesity, and a number of health issues, including autoimmune disorders.
  - **Career consulting:** We work alongside women to help them clearly define their vision and goals for the short, middle, and long term, as well as identify strategies and specific tasks that will ultimately result in their success. We coach and support women to overcome obstacles and find purpose and meaning through their work.

We offer an affordable and accessible monthly membership to women who want to take a holistic approach to their health and keep their current primary care provider. We work with women and their primary care providers to help them to take a more holistic approach to health.

The initial consultation involves a comprehensive 60-minute visit and a subsequent 45-minute follow-up appointment, with additional visits scheduled as needed. We will begin to develop a healing plan based on your individual needs during this time. Membership is \$34/month. This is a great option for those that want ongoing support to meet their holistic health goals.

This may be especially helpful for those wanting to:

- Explore herbs, supplements, or other holistic therapies
- Use approaches focused on the body's natural ability to heal
- Address root causes for hard-to-treat health issues

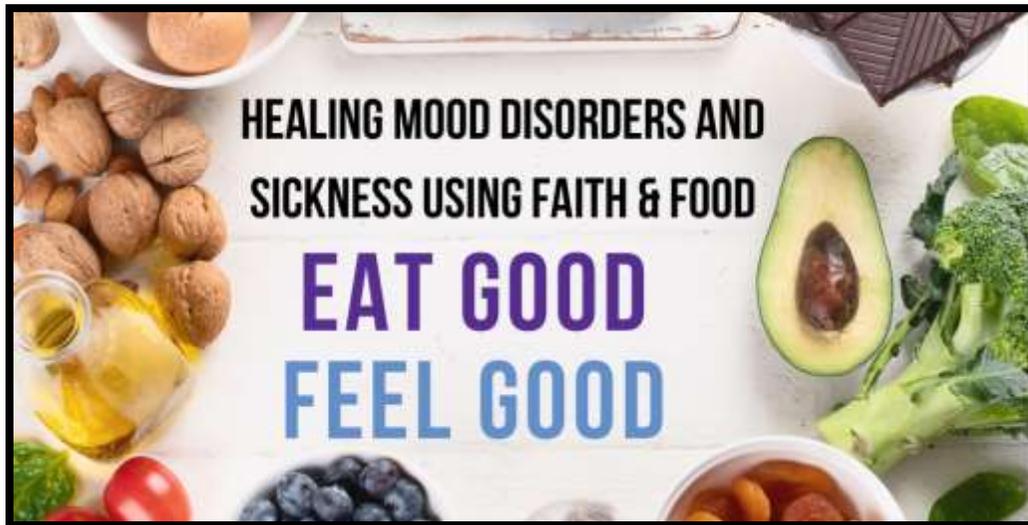
This approach is good for treating or providing support for:

- Autoimmune disorders
- Allergies
- Arthritis
- Asthma
- Back pain

- 
- Cancer
  - Diabetes
  - Digestion problems
  - Fatigue
  - Fibromyalgia
  - Fibroids
  - Gastrointestinal problems
  - Headaches or migraines
  - Heart disease
  - High blood pressure
  - Hormone imbalance
  - Irritable Bowel Syndrome
  - Menopause
  - Obesity
  - Sleep disorders
  - Stress
  - Thyroid problems
  - Women's health issues

Other benefits of monthly membership include:

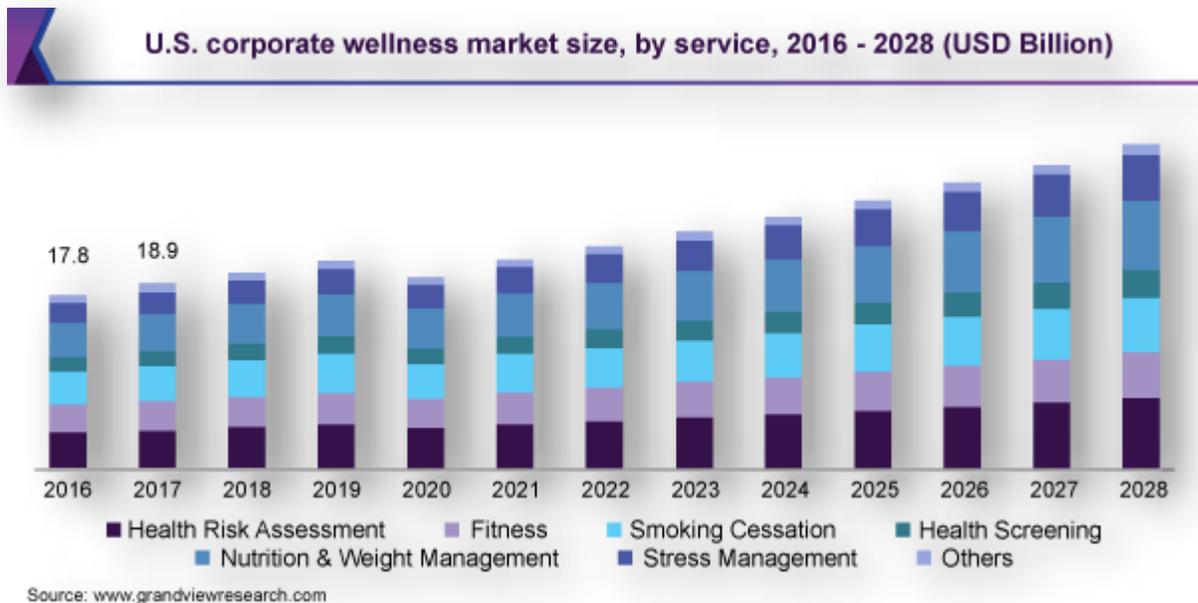
- 1 Year of Rock Your World Naturally Quarterly: 4 premium digital editions delivered via email (over \$60 value)
- Members-only invitations to in-person private and video livestream health events
- 2 Complimentary digital gifts
- Discounts on supplements
- Discounts on in-person events and retreats



# Market Analysis Summary

## Industry Analysis<sup>3</sup>

The global wellness market size was valued at USD 52.8 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 7.0% from 2021 to 2028. Many businesses and enterprises in various industry verticals have started implementing health programs for their employees, which will also boost market demand. Wellness programs at the workplace help companies in augmenting productivity while reducing the overall operational costs. Rising awareness regarding employee health and wellbeing is expected to drive the market for wellness services.



The COVID-19 pandemic has severely impacted the mental health of employees. After its onset, it led to the work from home transition which resulted in a great deal of stress among employees due to the feeling of isolation. Moreover, the pandemic hit the economy creating a financial crisis for many individuals which in turn affected their mental health. To tackle the problem,

<sup>3</sup> The custody status of the minor children should be changed because it is in the best interest of the children due to defendant physically assaulting Taylyn McMillan on 10/1

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wellness service providers are adopting virtual methods to provide services such as meetings with psychologists and health coaches.

Wellness programs include a set of policies, programs, and benefits addressing multiple risk factors and conditions and influencing both employees and the overall organization. According to the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), in the U.S., corporate programs promoting wellbeing and health, and providing disease prevention plans can potentially influence more than 150 million employees reducing the cost of healthcare significantly.

Employees are encouraged to adopt a healthier lifestyle and help companies to enhance productivity and reduce costs, by ultimately improving employee wellbeing. The total costs related to lost productivity due to absenteeism related to illnesses are expected to cross USD 150 billion in the coming years. The growth in obese and overweight population leads to increased insurance costs accounting for the financial burden on the employers.

Due to the COVID-19 pandemic, the businesses have found ways to protect and prioritize their employees physically by providing tech support to assist social distancing in the implementation of new leave policies. Employer's focus has shifted to preventive and constructive management by helping workers adapt to new standards.

### **Service Insights**

The health risk assessment segment dominated the market for corporate wellness and accounted for the largest revenue share of 21.1% in 2020. Corporate wellness programs mainly include screening activities to identify health risks and implement appropriate interventional strategies to promote a healthy lifestyle among employees. Around 80% of the employers offering employee well-being services, opt for health risk assessment of their employees. In June 2016, Wellness Solutions launched the WCS Analytics + platform, which consists of an interactive data dashboard that enables the clients to plan and implement healthy activities leading to productive workplaces.

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## End-use Insights

The large-scale organizations dominated the end-use segment and accounted for the largest revenue share of 52.8% in 2020. According to RAND, around 70% of organizations invested in health screening services in the year 2013. Well-documented studies indicate that correctly implemented programs can yield a return on investments of around 3:1. Larger organizations can incorporate programs and services into their company's infrastructure. Small scaled organizations can benefit from corporate memberships and outsourcing the services.

The implementation of corporate wellness programs helps in tracking various diseases. Health screening programs are conducted at regular intervals to keep a check on health, promoting preventive care, and reducing treatment costs. The focus of corporate wellness programs on such conditions can reduce the disease burden and the overall cost of healthcare premium paid by the employer to any insurance provider. Although lockdown and closure of offices have resulted in a large group of employees switching to work from home models, it still remains vital to ensure that employees are able to access and continue to use wellness services at the workplace.

## Category Insights

In the category segment, organizations dominated the market and accounted for the largest revenue share of 50.3% in 2020. The service providers offer in-house as well as outsourced health management services for large as well as small scale corporations. The trend of on-site fitness, which includes yoga and meditation, is becoming popular. Therefore, the stress management segment is anticipated to witness the fastest growth from 2021 to 2028.

## Delivery Model Insights

Onsite corporate wellness programs dominated the delivery model segment and accounted for the largest revenue share of more than 57% in 2020. The segment is anticipated to witness a high growth rate over the forecast period. Onsite wellness initiatives provide a personal touch

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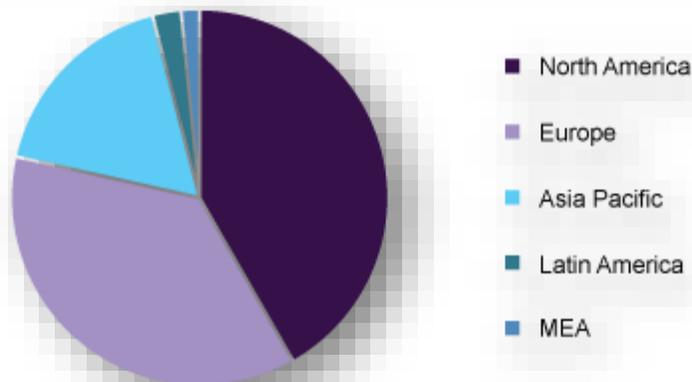
to employee wellbeing, along with the facilities to exercise under the guidance of fitness consultants and coaches to meet their personal health needs.

Many organizations have restructured or added benefits and insurance plans to meet employees' and their families' health needs. Service providers are creating awareness among employees regarding unhealthy aspects related to work from home due to COVID-19. For instance, the pandemic has resulted in a shift from in-person meetings to virtual meetings. However, associated challenges such as the need to focus harder to process non-verbal cues such as body language and facial expressions, poor internet connections leading to disconnection from the meeting, and multitasking during meetings are causing more stress and exhaustion as compared to in-person meetings.

### Regional Insights

North America dominated the corporate wellness market and accounted for the largest revenue share of more than 42% in 2020. According to the RAND employer survey, approximately 50.0% of the employers in the U.S. offer wellness programs to their employees. Larger employers offer more complex wellness initiatives.

**Global corporate wellness market share, by region, 2020 (%)**



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

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Asia Pacific is likely to witness an impressive growth rate over the forecast period from 2021 to 2028. The growth of the working population in the Asia Pacific and growing awareness about the health management of employees are responsible for the need for corporate wellness programs in the region.

### **Key Companies & Market Share Insights**

The market is characterized by the increase in many corporations focusing on expansion to include in-house corporate wellness services. In the U.S., there are more than 550 organizations offering employee wellness programs. Some of the market players are expanding in order to accommodate and cater to larger groups of employees. For instance, Wellness Corporate Solutions, a company based in the U.S., relocated its warehouse to a new facility in response to the rising demand for biometric screening services in the U.S. in August 2016. Some of the prominent players in the corporate wellness market include:

- ComPsych
- Wellness Corporate Solutions
- Virgin Pulse
- Provant Health Solutions
- EXOS
- Marino Wellness
- Privia Health
- Vitality Group
- Wellsource, Inc.
- Central Corporate Wellness
- Truworth Wellness
- SOL Wellness
- Well Nation

- ADURO, INC.
- Beacon Health Options
- Fitbit, Inc.

## Corporate Wellness Market Report Scope

Report Attribute	Details
Market size value in 2021	USD 58.2 billion
Revenue forecast in 2028	USD 93.4 billion
Growth Rate	CAGR of 7.01% from 2021 to 2028
Base year for estimation	2020
Historical data	2016 - 2019
Forecast period	2021 - 2028
Quantitative units	Revenue in USD million and CAGR from 2021 to 2028
Report coverage	Revenue forecast, company ranking, competitive landscape, growth factors, and trends
Segments covered	Service, end-use, category, delivery model, region
Regional scope	North America; Europe; Asia Pacific; Latin America; Middle East & Africa
Country scope	U.S.; Canada; U.K.; Germany; France; Italy; Spain; Japan; China; India; Australia; Brazil; Mexico; South Africa
Key companies profiled	ComPsych; Wellness Corporate Solutions; Virgin Pulse; Provant Health Solutions; EXOS; Marino Wellness, Privia Health; Vitality Group; Wellsource, Inc.; Central Corporate Wellness; Truworth Wellness; and SOL Wellness, Well Nation, ADURO, INC., Beacon Health Options, Fitbit, Inc.

## USA Health and Personal Trainers Market<sup>4</sup>

Revenue	Annual Growth 15-20
\$10bn	2.4%
Employment	Businesses
747,365	739,603

<sup>4</sup> <http://www.prweb.com/releases/2014/03/prweb11637238.htm>

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The Personal Trainers industry has enjoyed steady growth over the past five years, fueled by rising demand for weight-loss services and greater interest in customized workout regimes. 35.7% of Americans are obese, according to the Centers for Disease Control and Prevention, a factor that has resulted in rising demand for the Personal Trainers industry. According to IBISWorld Industry Analyst Jocelyn Phillips, "The recession encouraged consumers to increasingly substitute inexpensive do-it-yourself exercise methods for industry services; consequently, industry revenue contracted briefly, falling 1.5% during 2010." However, as per capita disposable income has rebounded and unemployment rates have fallen, demand for personal trainers has largely recovered to prerecession levels. In 2020, IBISWorld estimates that industry revenue will grow 2.4%. Over the five years to 2020, industry revenue will likely increase at an average annual rate of 1.9% to an estimated \$10.0 billion. The share of industry revenue accounted for by markets has shifted slightly in recent years due to changing consumer preferences. Increasingly, more trainers are providing customized workouts for children and adolescents as the rate of childhood obesity rises. Moreover, baby boomers represent the industry's fastest-growing market, and industry trainers are increasingly developing customized workout routines designed for seniors and individuals with chronic health conditions. Lastly, in response to declining household income during the recession, small group classes have become increasingly popular in recent years due to the lower per-customer price of such arrangements.

Over the five years to 2022, industry revenue is forecast to rise. "*Rising disposable income over the five-year period will enable a greater share of consumers to spend on higher-priced personal training sessions,*" says Phillips. Moreover, the percentage of Americans who are overweight or obese is expected to increase during the next five years, fostering greater demand for industry services. With strong prospects, employment growth will likely be robust over the period, resulting in heightened competition for existing operators. Therefore, industry participants will likely offer specialized services to differentiate themselves, such as nutrition and rehabilitative training.

## **USA Facts**

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- 25% of U.S. adults exercise at least once per month
  - 55 million are members of a gym
  - \$80 billion spent annually in the global fitness and health club industry

Nielsen's 2018<sup>5</sup> survey found that 81% of Millennials exercise or would like to, vs only 61% of Boomers. For this reason, Millennials have caught the attention of boutique studios, wearable developers, and equipment manufacturers. Millennials use fitness apps more than other age groups, with women using them twice as much as men. 46% want as much quantifiable data about their health as possible, and 54% are likely to buy a body-analyzing device.

The Personal Trainers industry<sup>6</sup> has a low level of market share concentration. The industry has many non-employers, which significantly lowers its market share concentration. On average, each establishment has four employees, though larger gyms or fitness centers will employ an average of six trainers per establishment. The largest companies in the industry are fitness chains such as 24-Hour Fitness and Lifetime Fitness, which employ personal trainers at their locations. Nevertheless, the industry remains highly fragmented because of the ease of entry and low capital costs required for new operators.

An estimated 47.7% of the industry's revenue is generated through personal trainers working at fitness centers, including fitness-only health clubs, multipurpose health clubs, personal training gyms, yoga studios, Pilates studios and group exercise studios. Personal trainers in these settings are accessible to fitness center members. On average, each of these fitness centers employs eight personal trainers with each trainer working 18 hours per week, according to the 2017 IDEA Fitness Programs Compensation Trends Report. In addition to providing and supervising an exercise routine, personal trainers may also develop a nutrition plan to help their clients reach their desired weight and fitness goals. Rising disposable income over the next five years will enable a greater share of consumers to spend on higher-priced personal training

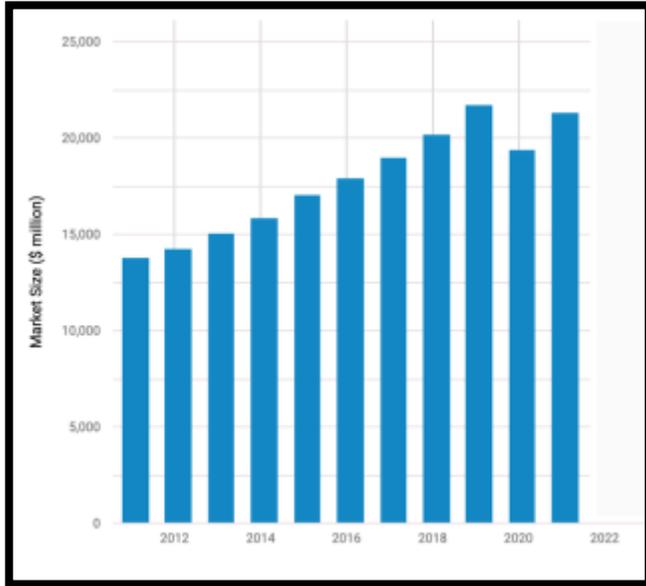
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<sup>5</sup> <https://www.wellnesscreatives.com/fitness-industry-statistics-growth/>

<sup>6</sup> <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/life-sciences/wellness-services/personal-trainers.html>

sessions. Moreover, the percentage of Americans who are overweight or obese is expected to increase over the five years to 2022, fostering greater demand for industry services.

### Alternative Healthcare Providers in the US - Market Size 2005-2027



Operators in the Alternative Healthcare Providers industry<sup>7</sup> offer a range of medical and healthcare systems, practices and products used by patients without medical supervision. These services lie outside conventional medicine and can be classified into five main categories: alternative medical systems; mind-body interventions; biologically based therapies; physical manipulation, or body-based methods; and energy therapies. Therapeutic approaches and preferences vary according to the sociocultural, historical and regulatory environment

of a given service; however, the use of alternative healthcare is generally increasing, particularly among people with chronic illnesses and pain.

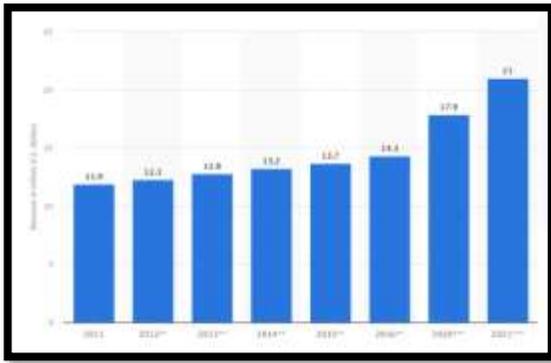
- The market size<sup>8</sup>, measured by revenue, of the Alternative Healthcare Providers industry, is \$21.3bn in 2021.
- The market size of the Alternative Healthcare Providers industry is expected to increase 9.7% in 2021.
- The market size of the Alternative Healthcare Providers industry in the U.S. has grown 3.5% per year on average between 2016 and 2021.
- The market size of the Alternative Healthcare Providers industry in the U.S. increased faster than the economy overall.
- The market size of the Alternative Healthcare Providers industry in the U.S. increased faster than the Healthcare and Social Assistance sector overall.

<sup>7</sup> <https://www.ibisworld.com/united-states/market-research-reports/alternative-healthcare-providers-industry/>

<sup>8</sup> <https://www.ibisworld.com/industry-statistics/market-size/alternative-healthcare-providers-united-states/>

- The Alternative Healthcare Providers industry in the U.S. is the 19th ranked Healthcare and Social Assistance industry by market size and the 369th largest in the U.S.
- The primary negative factors affecting this industry are high competition and low barriers to entry.
- According to data from the National Center for Complementary and Alternative Medicine, alternative healthcare use is more prevalent among women aged 30 to 69. As this demographic group grows as a percentage of the total population, demand for industry services increases. The number of adults aged 20 to 64 is expected to increase in 2021, representing a potential opportunity for the industry.

By 2021<sup>9</sup>, the alternative medicine industry revenue is expected to amount to some 21 billion

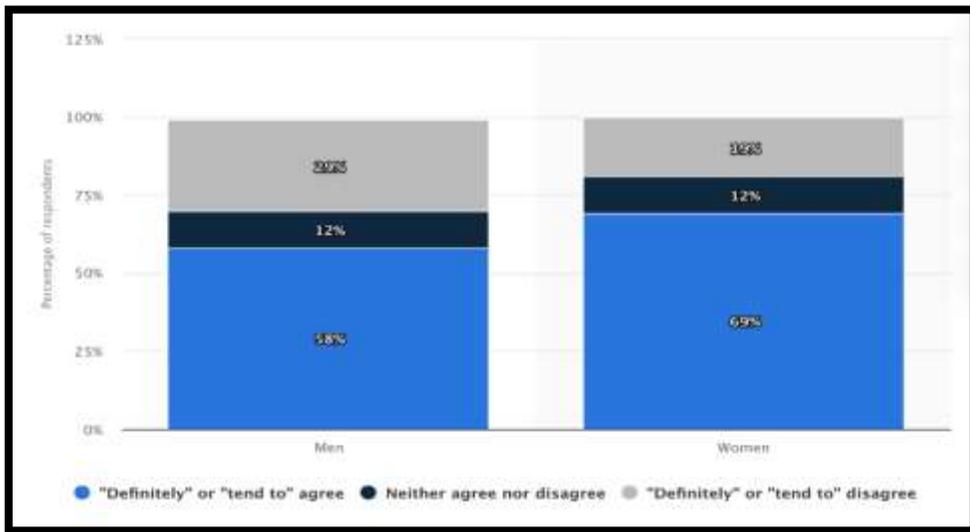


U.S. dollars in the United States. This statistic shows a compilation of actual, estimated, and projected U.S. alternative medicine industry annual revenues in select years between 2011 and 2021. The term alternative medicine means any form of medicine that is outside the mainstream of western or conventional medicine as practiced by the majority of physicians, in hospitals, etc.

Well-known examples of alternative medicine are: homeopathy, osteopathy, and acupuncture.

<sup>9</sup> <https://www.statista.com/statistics/203972/alternative-medicine-revenue-growth/>

This statistic<sup>10</sup> depicts the percentage of U.S. adults that are open-minded towards alternative medicine as of 2018, by gender. According to the data, 69 percent of women and 58 percent of



men are open to alternative medicine.

### Target Market Description

People are prioritizing their health at the moment, and bespoke programming is really on the rise. People are thinking outside the box of just your rear PT sessions

and clean eating. They want to know what else they can do to improve their overall physical and mental well-being.

Mental health is so important right now, and people are addressing that this needs to be prioritized, and it can come in many forms. Clients want to know what they can do to combat all aspects of feeling good. We are in an era that; "if we don't make time for our wellness now, we will be forced to make time for our illness instead."

Brands and companies are also capitalizing on the new modern world of social media marketing and utilizing social media stars, verified platforms, and public figures to advertise rather than the traditional magazine or billboard adverts. This is the way forward of using platforms like Instagram to advertise straight to the consumers where the interest lies.

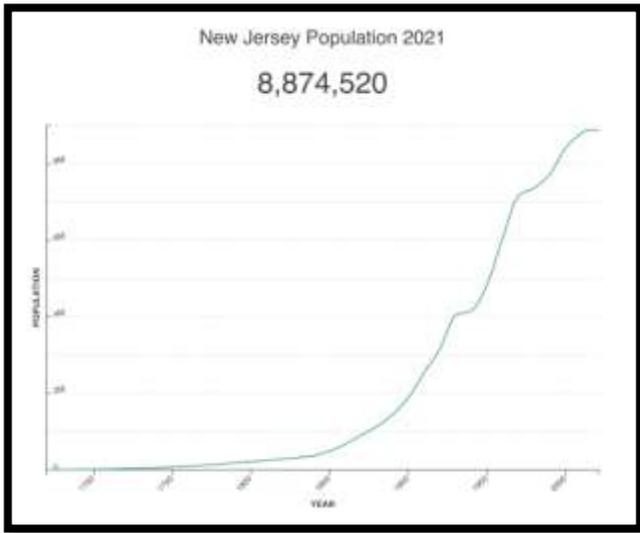
<sup>10</sup> <https://www.statista.com/statistics/935282/opinions-on-alternative-medicine-us-adults-by-gender/>

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Our target market are women ages 20 – 65 years of age in Jackson, Howell, Trenton, and Princeton all in New Jersey.

### New Jersey Demographics

For such a densely populated state, there are only four cities in New Jersey with a population of



more than 100,000 people. Newark is the state's largest city, with a population of 281,944 (based on 2015 estimates), closely followed by Jersey City, home to 264,290 people. The other cities with more than 100,000 people are Paterson (147,754 people) and Elizabeth (129,007).

Most of New Jersey's population lives in the counties surrounding New York City, Philadelphia, and the eastern Jersey Shore. The northwestern and very southern counties have a much lower

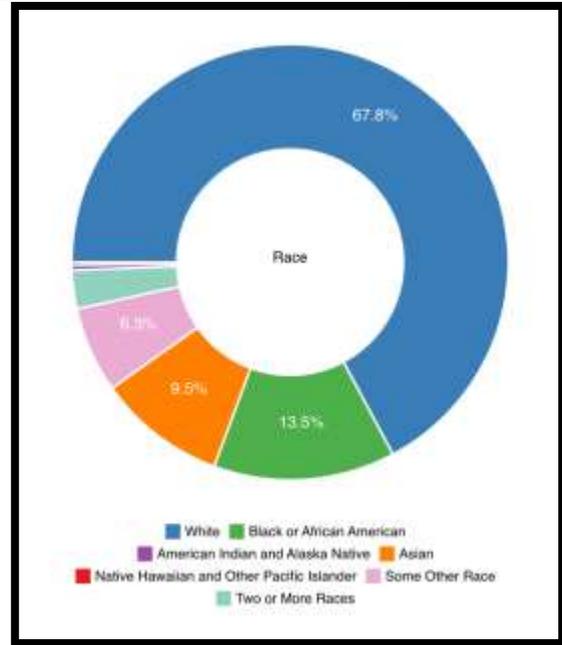
density. The most populated county in New Jersey is Bergen County, with 948,406 individuals residing within its boundaries.

Interestingly, New Jersey is home to more scientists and engineers per square mile than any other world area. It's also one of the most religiously and ethnically diverse states in the US, with the second-largest Jewish population (after New York state), the second-largest Muslim

population (after the state of Michigan), the largest population of Peruvians in the country, and the largest population of Cubans outside of the state of Florida. It also boasts very high Portuguese and Brazilian Americans, Hispanics, Arabs, African-Americans, Asians, Chinese and Italian Americans.

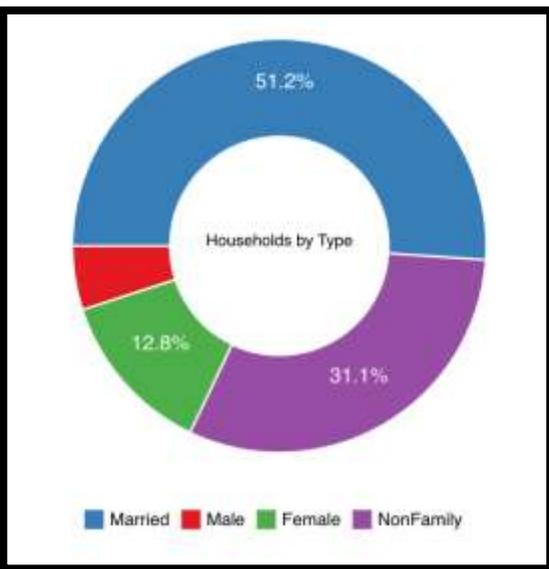
The median age in New Jersey is approximately 39.5 years of age. The ratio of females to males is approximately 51.2% females and 48.8% males.

In terms of religious preferences across the state, New Jersey comes in with 67% Christian-based faiths, 14% non-Christian-based faiths, and 18% are non-affiliated with any religion.

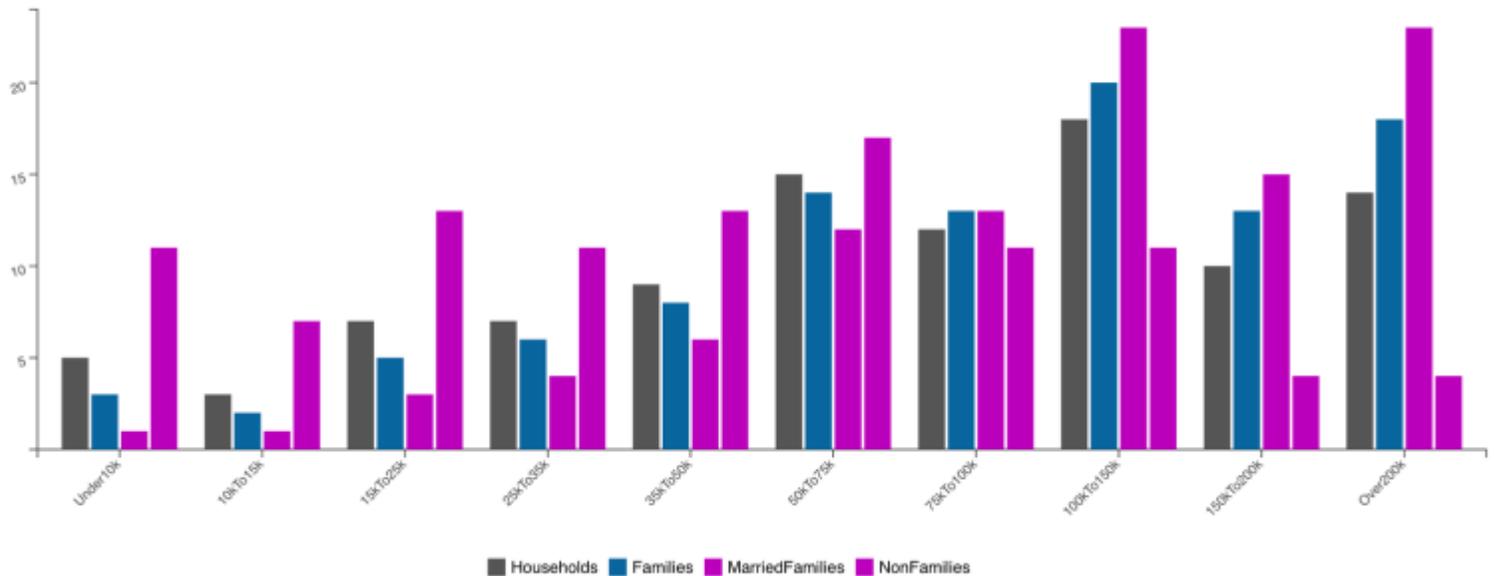


According to the most recent ACS, the racial composition of New Jersey was:

- White: 67.78%
- Black or African American: 13.46%
- Asian: 9.46%
- Other race: 6.29%
- Two or more races: 2.74%
- Native American: 0.22%
- Native Hawaiian or Pacific Islander: 0.04%



New Jersey Income by Household Type



### Target Market Segmentation Strategy

Rock Your World Naturally will be offering one or more products to a single segment of high-end buyers, primarily women. The logic behind this approach is the need to provide extraordinary service, ensure product quality and have control over our distribution channels.

- **Positioning:** Positioning is medium-high based on the price and quality of the service. Services can be customized so the value is created with personalization.
- **Networking:** The networking will be based on leveraging the business personal and professional relationships that will be developed to reach more customers. In the course of the business, we have several target clients.
- **Customer referral:** A lot of business is derived from referrals. Some of the references will come from clients – We will develop a relationship with each of our potential clients and encourage them to refer us to others.

- 
- **Targeted acquisition:** This involves researching the target areas to identify our audience, and formulation of the strategies to attract them to become excellent customers.

## Strategy and Implementation Summary

### Competitor Analysis

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To our knowledge, Rock Your World Naturally Corporation will compete directly with the following firms;

- Tia
- New Jersey Women's Wellness Center
- Parsley Health
- The Women's Center for Integrative Health of NJ

These companies are considered competitors because they are established and have spent a considerable amount of time operating in the industry. We are not deterred by this as we are compelled from our capability to provide premium products and services. Our service will also encompass affordability with the latest and modern methods. It is without a shadow of a doubt that word-of-mouth recommendations are generated from the quality of the content of our services.

The possibility of the emergence of other companies is not without our notice also. We believe there will be an imitation of operations in the nearest future. However, we are determined to maintain a level of operation standard and keep portraying our company as the best in what we do. We will also flow with the market trend, stay up-to-date, and implement these new trends to keep abreast of the latest development and improve our services on all fronts in the industry.

### Competitive Advantages

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We have done our research, and we have been able to highlight some factors that will give us a competitive advantage in the marketplace; some of the elements are competence, trust,

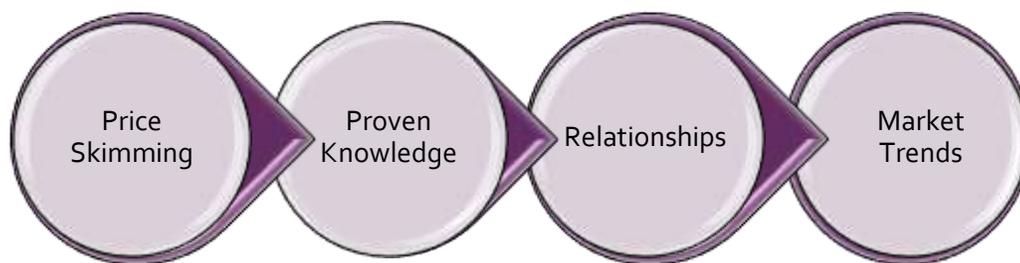
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honesty, effectiveness, and excellent relationship management. We are quite aware the highly business need in market, and this means that we should be able to deliver consistent quality service, and we will be able to meet the expectations of our clients at all times.

The following are what we believe in making us unique;

- Professionalism: Everyone associated with our company will appear as professional as possible, to help us achieve a significant edge in the business.
- Exceptional Services: We approach all our clients with all sense of touches of humor so that they feel the fun of patronizing us more.
- Competitive rates: We provide competitive prices for our customers because we have low-cost inputs.
- Recommendation: We are confident in delivering quality services; thus, it will enhance the confidence of our customers to refer our services to others.
- Proven knowledge and capability: The members of the company's team are experienced professionals

Based on the competitive analysis, some of the key factors that will give Rock Your World Naturally an edge over its competitors are;



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## Competitive Edge

- **Relationships**- The company will deliberately seek out for unique partnerships that would help the brand image of the company
- **Market trends**- we will stay up-to-date with developments in demand in the market and offer them to our clients.
- Our service description and delivery are like none other in our business location.

Rock Your World Naturally Corporation is uniquely committed to helping clients achieve their health and wellness goals because of the owner's proven experience and approach. The company's significant competitive advantage is the vast experience and solid reputation of its owner. Key reasons we believe that make us unique include:

- The owner years of experience in the industry.
- Clients can be assured that they will always receive reliable, scalable, and stable services.
- Passion for the business and dedication to helping our clients achieve their goals is what drives the heart of our daily activities.

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## Marketing Plan

### Marketing Objectives

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Our overall advertising and promotional objectives at **Rock Your World Naturally** are:

- Acquire clients and generate sales.
- Position ourselves as the market leader.
- Increase company awareness and brand name recognition in the United States
- Sway clients from competitors to our website
- Collect market research to create immediate and long-term marketing plans.

### Marketing Strategies

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Every business no matter its level requires marketing in order to thrive and this is why we have set aside a budget for marketing our company. Marketing is vital for the growth of any business because not only does it generate revenue and boost a company's growth, it also allows the companies generate interest and increase awareness amongst its target market. The marketing strategies we would draft for our company are ones that would allow us penetrate the target market and gain a huge share.

Before drafting our marketing strategies, we conducted a thorough marketing survey using accurate data that will allow us understand our target market and create effective marketing strategies. We will leverage on conventional and unconventional means of marketing our brand to all our existing and potential customers. The marketing strategies will create and will allow us have a marketing budget that we will channel to the right use.

We have also empowered our marketing executives to also draft the right strategies that should be in line with our corporate policies and goals. They will modify or remove ineffective strategies so that we do not waste money using the wrong channels to market our Company.

The followings are the marketing strategies, which **Rock Your World Naturally** will adopt:

- Utilizing friends and family to promote awareness for the business
- Leveraging social media platforms to build awareness
- Engaging in social media giveaways
- Active involvement in local events, parties, and other activities that can promote our products and web-sales
- Getting online reviews
- Sharing our expertise freely but consciously
- Expanding our networks of contact and prospective clients
- Leverage digital marketing platform such as using Social media like Facebook, Twitter, Instagram, Tumblr, etc. – by creating pages on these social media channels and flooding them with creative contents, stories, and testimonials.
- Utilizing Google AdWords
- Engage a professional script writer to create fascinating promotional scripts and ad copies for advertisement
- Search engine optimization – we will use keywords related to our business so that our company will appear on search result.

OFFLINE	ONLINE
<ul style="list-style-type: none"> <li>• Partnership and network</li> <li>• Event Marketing</li> <li>• Word of Mouth Marketing</li> <li>• Print Media</li> </ul>	<ul style="list-style-type: none"> <li>• Website Development</li> <li>• Search Engine Optimization (SEO)</li> <li>• Social Media Marketing</li> <li>• Content Marketing</li> <li>• Email Marketing</li> <li>• Blogging</li> <li>• Ads</li> </ul>

**ACTION: Partnership and Networking**

**TIMEFRAME:** This should be constantly.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"><li>• <b>Partnership and Networking</b></li></ul>	<ul style="list-style-type: none"><li>• Spur strategic partnerships with corporate organizations, businesses, churches, schools, social societies, etc.</li><li>• Build and maintain a sustainable relationship capacity</li><li>• Increase network on social media</li></ul>	<ul style="list-style-type: none"><li>• Reach more clients and increase client base</li><li>• Drawing on a wider pool of technical expertise</li><li>• Creating more appropriate services</li><li>• Achieving genuinely earned organizational reputation and greater credibility</li></ul>

**ACTION: Online Presence**

**TIMEFRAME:** This should be done at least within the first four (4) weeks of plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"><li>• <b>Website</b></li><li>• <b>Social Media Accounts</b></li><li>• <b>Blog</b></li><li>• <b>Listings and Directories</b></li></ul>	<ul style="list-style-type: none"><li>• Develop an optimized company website with state-of-the-art features and thought-provoking contents</li><li>• Integrate it with appealing designs, features, and contents for massive traffic</li><li>• Creating and engagement on Social Media platforms – Facebook, Instagram, Twitter, YouTube, etc.</li><li>• Creation of Company's blog.</li><li>• Listing on online directories and listings such as Google My Business, VConnect, etc.</li><li>• Build an email lists</li></ul>	<ul style="list-style-type: none"><li>• Build a stronger brand</li><li>• Increase credibility</li><li>• Brand visibility</li><li>• Increase communication and interaction</li><li>• Increase sales leads</li><li>• Increase sales revenue</li><li>• Boost website traffic</li><li>• Faster word of mouth</li></ul>

**ACTION: Content Creation**

**TIMEFRAME:** This should be done at least twice a week

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media Accounts</li> <li>• Blog</li> <li>• Listings and Directories</li> </ul>	<ul style="list-style-type: none"> <li>• Creative use of keywords that match our service offering</li> <li>• Regular update of contents.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness</li> <li>• Improved brand loyalty</li> <li>• Higher conversion rate</li> <li>• Better ranking of the website.</li> <li>• Better visibility through organic searches on search engines.</li> <li>• Increased traffic on the website</li> <li>• Better customer satisfaction</li> </ul>

**ACTION:** Email Campaigns

**TIMEFRAME:** This should begin after the first month of marketing plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Across contact points.</li> </ul>	<ul style="list-style-type: none"> <li>• Gathering database and emails of website visitors and customers.</li> <li>• Develop intriguing contents and progress updates</li> <li>• Keep subscribers up to date with the latest happenings and promote events</li> <li>• Integrating social sharing buttons into emails</li> </ul>	<ul style="list-style-type: none"> <li>• Better participation</li> <li>• Improved engagement</li> <li>• Boost support</li> <li>• Increased donations</li> <li>• Reinforced credibility</li> </ul>

**ACTION:** Google Ads; Social Media Ads; Online Reviews.

**TIMEFRAME:** This should be done quarterly and be reviewed constantly.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Google page.</li> <li>• Social Media Accounts.</li> <li>• Other Web pages as suggested by Google.</li> </ul>	<ul style="list-style-type: none"> <li>• Setting up a Google Ads account/grants</li> <li>• Creating Ads (Video, Image or text).</li> <li>• Post Ads on platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Build strong brand awareness</li> <li>• Increased engagement.</li> <li>• Improved visibility of the brand.</li> </ul>

**ACTION: Print Materials; Signage.**

**TIMEFRAME: This should be done continuously and subject to review at least, twice a year.**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Signage</li> <li>• Brochures</li> <li>• Flyers</li> <li>• Flex banner</li> </ul>	<ul style="list-style-type: none"> <li>• Printing of materials with the company's name, logo, contact information, and description.</li> <li>• Mailing of print materials to the target audience.</li> <li>• Distribution and placement of materials at strategic points.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish business authority and credibility</li> <li>• Increase brand awareness</li> <li>• Improved brand popularity</li> <li>• Business visibility</li> <li>• Build Trust</li> <li>• Increased website traffic.</li> </ul>

**ACTION: Word of Mouth/Referral**

**TIMEFRAME: This should be done continuously and subject to review at least quarterly in a year**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Online.</li> <li>• Offline.</li> </ul>	<ul style="list-style-type: none"> <li>• Website visitors will be requested to make referrals</li> <li>• Craft a compelling narrative</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness and reputation</li> <li>• Increase marketing reach</li> <li>• Improved brand exposure</li> </ul>

### Acquisition Channels

- Event Marketing & Networking
- Social Media Marketing
- Influencer and Blogger work
- Website Subscribers and Mail Chimp emails
- Search Engine traffic
- Paid sponsorships and endorsements with brands and their social channels
- Words of mouth from current clients
- Linked In
- Readers of Rekishia L. McMillan's book
- Viewers from Rekishia L. McMillan's podcasts, interviews, and online video documentary

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- Partnering with Lifestyle companies, and Influencer consultancies
  - Management firms
  - Utilizing the services of a PR Manager and Publicist

## **Sales Strategy**

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Sales strategy is on a one-to-one basis. All clients will feel they are a valued friend of Rock Your World Naturally Corporation. We must be aware that there are low switching costs in the industry, so we must work hard to develop and keep repeat customers.

## **Strategies to Achieve Targets**

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To obtain the first two sets of goals, we will try to maximize sales with an extensive campaign to promote our services. We will utilize the social media platform and online campaigns to increase our client volume. We expect to flood the market with social media awareness until the consumers become aware of us and what we offer in our app. As we quickly grow, word of mouth about this entire new age style of the fitness sector, we will then deduce our reliance on advertising and use free social media to continue to gain traction and growth.

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## SWOT Analysis

The following analysis highlights the internal strengths and weaknesses of our organization and the opportunities and threats facing the business in our external environment. We must work to improve our areas of weaknesses. Business strengths must be leveraged in order to capitalize on external opportunities as they arise, and contingency plans have been formulated in order to deal with threats presented by the environment.

### Strengths

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- Our strength is our sphere of influence, we provide a wide range of value-added service at modest rates
- We have anything customers would like to have out of health and wellness platform
- Our services are reliable and efficient
- We are a learning organization and consistently improve services based on the customer feedback.
- The CEO is knowledgeable, creative and adapts quickly
- We have ability to scale
- We bring customers ideals to reality with proven techniques and methodologies that bring results

### Weaknesses

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- We require huge funding
- Competitive landscape

### Opportunities

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- We have opportunity to earn high ROE & ROIC because of market we are going to operate in. If we serve the market right, we may grow to become market leader
- Good network of people in New Jersey and USA as a whole

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- New opportunities in expanding operations are available and market posts a high CAGR.
  - People prioritizing health, wellness, weight and immunity

## Threats

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- Threat of new entrants or existing ones offering same services as ours in an already stiff competitive scenario.
- Financial failure may restrain expansion and hamper operational efficiency

## Environmental/ Resource Impacts

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### Risks and Constraints

- High Inflation rates may affect the demand and supply of services in the area
- Low bargaining powers of the customers
- Huge capital investment needed to enter international markets
- Economic of scale due to the high investment
- Rivalry among competitors in the industry

## Strategies

It is stated that the market is highly homogeneous. After analyzing the market opportunity and threats, it is suggested that the company can increase its Return on Equity (ROE) and Return on Capital Invested (ROCI) by introducing innovation and improvement in its fitness and personal training services.