

## Executive Summary

HER Gym is a fitness club for women that provides an integrated solution for wellness problems through a well designed exercise program, behavioral and lifestyle changing, with guaranteed result. Combination of nutritionist, sport medicine physician, and experienced fitness trainer allows HER gym to create an integrated program which suits to each customer needs.

HER Gym forecasts a revenue of Rp. 5.382.280.000 in the first year with a positive growth and Rp. 12.139.412.000 in the fifth year and provides 35.30% rate of return under most likely scenario. Payback period of 3 years is projected to return the initial investment of Rp. 7.200.000.000. In 5 years of operations, HER Gym is expected to net a total profit of Rp. 11.9 billion.

Main facility will be located in Sabero House building, Kemang street, South Jakarta. It consists of gym area, group exercise class, massage therapy rooms, healthy cafe, doctor assessment rooms, convenient changing room, sauna room, and spacious lobby room which occupied 460 m<sup>2</sup> area. Maximum member capacity of 1,020 members is achieved at the third year.

HER Gym offers an integrated program for each members. After joining, every member will be assessed by sports doctor, nutritionist, and professional trainer in order to determine the proper program suited their health and physical condition. The main program will consists of individual exercise, group exercise, and enrichment program.