



BUSINESS SALE PROFILE

ANYTIME FITNESS AMPANG POINT
JUNE 2021



OPPORTUNITY SUMMARY

WHO WE ARE

We operate a successful Anytime Fitness franchise in Ampang Point, but due to Covid MCOs over the last year, we have not been able to fund the renewal of our franchise license at this particular location or carry out the required brand design scheme changes.

However, the gym can continue operating as an independent brand, and the landlords will drop the rent by around 50% for the upcoming 12-24 months to support a new tenant. The new gym brand could absorb all the existing assets – Membership base, Personal Training clientele, the existing premium quality renovations & facilities, and equipment.

The current owners are not allowed to operate an independent brand, due to also owning other Anytime Fitness brands this is a breach of franchise agreements.

The equipment is all top spec Precor USA cardio & strength, and in excellent condition. The club has been well maintained and looked after. Local competition of the same level is minimal, and the membership subscriber base is

We have a ready to go model to follow in terms of 'rebranding' the gym and reopening with the most suitable suppliers, systems and processes. The owners will help with a 3 month transition to the new owners, to help get everything up and running.

The business will return an average of RM30k EBIT per month, and can do so for another 6 years quite comfortably. We are looking for a total investment of RM550k, including purchase price, all assets, and rebranding startup costs.



ASSET BREAKDOWN

- Full range of Precor USA gym equipment, and all other equipment and accessories **(RM870k original cost)**
- The current customer based. This consists of **560 paid up to date and active members as at 30th April 2021** (Monthly value of revenue RM64k, or RM768k in 1 year)
- **The entire customer database.** An additional 4100 former members.
- The fully constructed gym itself (Renovation cost of RM417k)
- Security system of 16 cameras and associated recording hardware and playback software **(RM96k original cost)**
- The Social Media sites. Transferring the ownership of our Facebook and Instagram pages, and changing the name to your new gym name. **(Instagram has 1,436 active followers, and Facebook has 7,217. These have all been gathered from targeted marketing within a 5KM radius)**

PURCHASE INCLUSIONS

- **RM550k sale price, inclusive of all assets**
- Continued operations with current membership base, and standard sales plan would generate RM30k per month nett profit.
- Also **included is a 3-month consultancy handover by current operator;**
 1. Help you to hire the staff. Either all new staff, or also from our existing staff force. 1 manager, 2 sales staff, 3 Personal Trainers.
 2. Research and arrange the best option for new door access control systems, so you can maintain 24hrs operations and the USP that brings to the gym, and Ampang Point area
 3. Arrange the best option for the CRM software and member management system, to work with the above.
 4. Research and arrange the best options for auto billing of customers



