

POWERCORE KICKBOXING STUDIO

Strength from the Core

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1. Executive Summary

A compact, full-contact and fitness kickboxing studio run by a **world-class champion coach**, offering premium-value instruction at community-level operating cost.

Target clientele: adults and older teens seeking resilience, fitness, and real-world self-defense skills.
Pricing model: **\$250 per 8-session cycle** (≈ \$31/session) – positioned between boutique fitness and personal coaching.

Projected membership base: 60–80 students initially, scaling to 100+.

Location: just outside Fort Lauderdale’s 33301 core (e.g., 33304 or 33315 ZIPs), in a low-traffic commercial bay with ample parking.

2. Market Justification

Factor	Summary
Demographics	33301 and neighboring ZIPs (33304, 33315) are affluent, with high fitness participation and low crime perception.
Competition	Most nearby gyms are cardio-fitness or mixed martial arts hybrids; none leverage a <i>world champion instructor brand</i> .
Real Estate Economics	Light-industrial/retail bays ≈ \$18–\$26 / ft² / yr – ~40–60 % cheaper than Las Olas frontage.
Access	Easy car access from US-1 and I-95; ample free parking; no need for walk-up visibility.
Target	Working adults (25–55 yrs) + motivated teens; later small family classes.

3. Floor Plan Concept (≈ 1,800 ft²)

Zone Layout (approx dimensions):

Area	Size (ft²)	Notes
Training floor	1,200 – 1,400	Central mat zone; 12 hanging bags on rail + 2 freestanding. Clear 10-ft ceiling.
Reception / Check-in	150	Small desk, display for gloves / apparel.
Storage / Equipment Room	80	For pads, loaner gloves.
Office / Coach Corner	100	Admin / private consults.
Restroom (ADA)	100	Single unisex ADA compliant.
Utility / Cleaning Closet + Circulation	70	

Area	Size (ft ²)	Notes
Total	≈ 1,700–1,800 ft²	Within target budget.

(Rectangular 60 ft × 30 ft unit works well. Training floor ≈ 70–75 % of total area.)

4. Technical Specifications

- **Ceiling:** ≥ 10 ft clear height.
- **Flooring:** interlocking EVA or rubber tiles (\$2 / ft²) on concrete.
- **HVAC:** existing commercial unit (3–5 ACH) – service and clean filters.
- **Lighting:** LED panels (used / restored).
- **Sound:** basic Bluetooth amp + 4 speakers (\$300 used).
- **Rigging:** steel beam with chain anchors (\$800 DIY install).
- **Walls:** painted matte gray / orange accents (DIY paint).

5. Equipment List (Used / Budget Sources)

Item	Qty	Source	Cost (\$)
Heavy bags (used 70–100 lb)	10–12	Facebook Marketplace / local boxing gym clear-outs	1,200
Freestanding bags	2	used/refurb	400
Thai pads & focus mitts	6 sets	new	300
Gloves & wraps (mixed sizes)	25 pairs	wholesale	500
Floor mats (1,500 ft ² @ \$2 ft ²) –		Home Gym Flooring bulk	3,000
Mirrors (used dance studio)	30 ft run	salvage	600
Timer, sound, signage	–	misc	500
Total Equipment			≈ 6,500

6. Budget (lean startup)

Category	Notes	Cost (\$)
Lease deposit + first 2 months (1,800 ft ² @ \$20 / ft ² / yr)	≈ \$3,000 / mo	6,000
DIY build-out (paint, floor, lighting)	Owner labor saves 60 %	4,000
Equipment (above)	Used set + rigging	6,500
Permits & license	City + music license	1,000
Insurance (GL + Pro Liab Yr-1)	Champion risk rating	1,500
Marketing & signage	Website, flyers, video	2,500
Working capital (3 mo ops)	utilities, supplies	9,000
Total Startup		≈ 30,500

7. Operating Budget (Monthly)

Expense	Estimate (\$)	Notes
Rent (1,800 ft ² @ \$20 / ft ² / yr)	3,000	low-rent corridor
Utilities & Internet	400	
Insurance (amortized)	125	
Payroll (Owner + PT coach)	4,500	owner draw included

Expense	Estimate (\$)	Notes
Supplies / Cleaning	200	
Marketing & software	250	
Total Op. exp.	≈ 8,500 / mo	

8. Revenue Model & Break-Even

- **Group Cycle:** 8 sessions = \$250 (\$31.25 each).
- **Capacity:** 10–15 students per class.
- **Monthly sessions:** ≈ 48 (4 classes/day $\times$ 3 days / week $\times$ 4 weeks).

Break-Even Example:

- Need ≈ 34 students $\times$ \$250 = **\$8,500 / mo** to cover operating costs.
- Add privates ($\$85 \times 10$ / week = \$3,400 / mo)** $\rightarrow$ Profit $\approx$ \$3–4 k / mo.**

9. Suggested Low-Cost Locations (Drive-to access)

Area	ZIP	Typical Rent (\$/ft ² /yr)	Comment
Sunrise Blvd & NE 13th St corridor	33304	18–24	Commercial bays w/ parking, near Galleria Mall.
SW 4th Ave / Davie Blvd light industrial	33315	16–22	5–8 min from Downtown, easy truck access + cheap lease.
Andrews Ave South corridor	33315	20–25	Good visibility to commuters heading to airport corridor.
North Federal Hwy fringe (US-1 North)	33308	22–26	Higher visibility for mid-term expansion.

10. Marketing Plan

- Leverage **coach's international reputation:** press release + local TV/YouTube interviews.
- **Founding-member offer:** first 40 students @ \$225 / 8 sessions.
- Social: Instagram & Facebook ads targeting ZIP 33301–33304–33315.
- Local partnerships: physical therapists, boutiques, and sports bars for referrals.
- Video content: “Train with a Champion” mini-clips weekly.

11. Timeline

Phase	Duration	Key Tasks
Site selection + lease	2 weeks	Tour and sign low-rent unit ($< \$3$ k/mo).
Build-out (DIY)	3 weeks	Install floor, paint, bag rails, mirrors.
Pre-sale campaign	3 weeks	Online launch, founding offer.
Soft opening	1 week	Invite-only demo sessions.
Grand opening	Day 45	Press event, first paid cycle launch.

12. Conclusion

- **Location choice:** adjacent ZIPs (33304 / 33315) minimize rent yet preserve access to the high-income 33301 client base.
- **DIY build-out and used equipment** cut startup to $\approx$ \$30 k.
- **World-champion ownership** differentiates brand and justifies premium per-session rate.
- Break-even within 3–4 months is achievable with ≈ 35 –40 students.
- Scalable model $\rightarrow$ add youth/family sessions after capacity stabilizes.