

# **Innerverse Studios Business Plan**

[[www.innerversestudios.us](http://www.innerversestudios.us)]

## **Executive Summary**

Innerverse Studios is a woman-owned wellness social club specializing in high-intensity, low-impact Pilates classes. We currently operate locations in Northville and Commerce, Michigan, where our fitness classes and friendships made within our community have become an integral part of our customers' lives. The company aims to expand its unique approach to holistic wellness by opening a new facility at 4300 Delemere Blvd., Royal Oak, MI 48073. This expansion seeks to tap into the growing demand for boutique fitness experiences, offering Pilates classes that promote physical, mental, and emotional well-being.

## **Company Overview**

Founded by Erica Allor, a former collegiate athlete and Lagree-certified instructor, Innerverse Studios integrates athleticism and perseverance into its classes. The studio emphasizes a modern approach to movement, combining physical fitness with mindfulness to create a comprehensive wellness experience. Innerverse Studios fosters a community of like-minded individuals who prioritize health and personal growth.

## **Mission Statement**

To empower individuals to achieve harmony in their lives by caring for their mind, body, and soul through dynamic Pilates sessions and a supportive community environment.

## **Market Analysis**

### *Industry Overview*

The boutique fitness industry has experienced significant growth, driven by consumer preferences for specialized and community-oriented workout experiences. Pilates, in particular, has gained popularity due to its benefits in strength, flexibility, and mental focus.

### *Target Market*

The Royal Oak location will target health-conscious individuals aged 16-60, including professionals, fitness enthusiasts, and those seeking a holistic approach to wellness. The area's demographics and lifestyle trends indicate a strong potential client base for boutique fitness services.

### *Competitive Analysis*

While several fitness studios operate in the Royal Oak area, Innervse Studios differentiates itself through:

- **High-Intensity, Low-Impact Classes:** Offering 40-minute sessions that maximize efficiency and results.
- **Holistic Wellness Approach:** Integrating physical fitness with mental and emotional well-being.
- **Community Focus:** Creating a supportive environment that fosters personal growth.

### Services Offered

- **Group Pilates Classes:** High-intensity, low-impact sessions designed for all fitness levels.
- **Private Training Sessions:** Personalized instruction tailored to individual goals.
- **Wellness Resources:** Access to blog articles, guided meditations, and expert insights through the Wellness Social Club.

### Marketing and Sales Strategy

#### *Brand Positioning*

Innervse Studios positions itself as a premium wellness social club that offers a modern approach to movement and mindfulness.

#### *Marketing Channels*

- **Digital Marketing:** Utilizing social media platforms, email campaigns, and search engine optimization to reach potential clients.
- **Community Engagement:** Hosting local events and workshops to build relationships within the Royal Oak community.
- **Referral Programs:** Encouraging current members to refer friends and family through incentives.

### Operations Plan

#### *Location*

The new studio will be located at 4300 Delemere Blvd., Royal Oak, MI 48073. The facility will include an open pilates area, restrooms, and a reception area.

### *Staffing*

The studio will employ certified Pilates instructors and front desk personnel. Ongoing training will be provided to ensure high-quality service and adherence to Innerverse's wellness philosophy.

### *Class Scheduling*

Classes will be scheduled throughout the day, from early morning to evening, to accommodate various client schedules. An online booking system will be available through the studio's custom app.

## **Financial Plan**

### *Revenue Streams*

- **Membership Fees:** Monthly and annual memberships offering access to classes and amenities.
- **Drop-In Classes:** Single-class purchases for non-members.
- **Class Packs:** Multi-class purchases for non-members.
- **Merchandise Sales:** Branded apparel and accessories.

### *Projected Expenses*

- **Lease and Utilities:** Estimated monthly costs based on local commercial rates.
- **Salaries:** Competitive wages for qualified instructors and staff.
- **Marketing:** Budget allocated for initial launch and ongoing promotional activities.
- **Equipment:** Purchase and maintenance of Pilates machines and studio furnishings.

## **Conclusion**

Innerverse Studios is poised to successfully expand into the Royal Oak market by offering a unique, holistic approach to Pilates and wellness. With a strong brand foundation, dedicated leadership, and a clear understanding of the target market, the new location is expected to thrive and contribute positively to the community's health and well-being.