**Start-up Schedule**

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|  | **What needs to be done**  *(****What will you be doing, how will you do it and why****, what do you hope the information that you get will show you?)* | **Who will do it**  **Eg: you, employee, business** | **Amount of time before opening**  *(No. of months)* |
| **Market research to do**  *Primary: questionnaires, surveys, focus groups in schools/university, visit competitors*  *Secondary: internet research, reviews, newspapers* | I need to complete primary market research for my gym, this will include a questionnaire because I can ask local people if it will be a success and I can change elements of the idea from the results.  I will also look at my competitors and create a market map which will tell me where I should set my price point and quality to increase chances of success.  I will look at competitors websites….. | Me | **12 months** |
| **Investigate Competition**: *name who the competition is (could be local, international, international) Why will customers will come to you instead?* | I will look at the local area and understand where my competitors are located….. this is because….  I will try and understand how I can be better than my competition because… |  |  |
| **Communication - How to advertise and market it** (*How and who will you advertise to. Will you have a grand opening, invite newspaper reporters, give special offers, window displays, leaflets).* | I will create a marketing material (poster) which can be displayed in the local area …. This is because….  I will plan to do special offers (sales promotion methods) for the first 1,000 customers because… |  |  |
| **Resources/ equipment that need to be organised**  (Location, staff, needed, suppliers to use and stock needed, decoration, materials, furniture, uniforms) |  |  |  |
| **Expertise /Skills needed**  (Training needed, staff skills. Eg: Website creation and maintenance, updating and setting up of social media ) |  |  |  |
| **Finance needed** (where will your money come from, your own investment, bank loan, government grant) |  |  |  |
| ***Insurance / Legal requirements*** |  |  |  |