

CLUB PILATES BUSINESS OPERATION PLAN

Club Pilates will operate as a boutique fitness facility offering low-impact, instructor-led Pilates Reformer based classes and occasional private sessions. This business is currently open in Manhattan Beach with a strong loyal South Bay membership base. We are relocating to Hermosa Beach to offer our members a fresh, modern, larger space.

Every Club Pilates Instructor holds a Comprehensive Pilates Certification from a credible, minimum 450-hour Pilates Teacher Training. The instructors never participate in the workout – they cue each exercise, keeping a close eye on the class or private client, and correct the participants' form.

Group Pilates classes are 50 minutes long and limited to 12 participants allowing for a more personal and controlled environment. Private training is taught one-on-one in a separate room. Each participant has their own station consisting of a Reformer, Tower, EXO Chair, and TRX. There is little movement between apparatuses and little movement within the studio. Once at your station, you are there for the entirety of the class.

Operations include retail sales, client check-in at a front desk, equipment setup, and routine cleaning before and after each class. The studio does not use heavy weights or amplified music; classes are conducted at moderate volume levels and emphasize controlled, low-impact movement. There is a small retail area in the front lobby where we will sell fitness apparel and accessories. No hazardous materials, industrial equipment, or high-intensity activities are involved. No massage type services will be offered.

Business hours are 6am-8pm M-Th, 6am-6pm F, 8am-1pm Sa-Su. Busier hours are in the early morning (all week) and evening (M-F) with slower traffic in the afternoon. There will be 2-4 employees scheduled each hour, and the studio will employ 10-15 people, both part-time and full-time.

Club Pilates will maintain strict safety, accessibility, and cleanliness standards. All equipment will be regularly inspected, and staff will be trained in CPR/AED and safety protocols. The business will generate typical pedestrian traffic consistent with small fitness and wellness studios.

Overall, the Pilates studio will serve as a quiet, community-focused wellness space offering structured exercise in a safe, low-impact environment.