

**FHIT**



**ONE DAY  
OR  
DAY ONE  
YOU DECIDE**

**FHIT**



## **Functional High-Intensity Interval Training**

We set forth a mission to build awareness amongst the community that health and wellness should be the number one priority in life. Getting fit and falling into a correct fitness routine can be fun and exciting if you choose the correct fitness entity to support you in your goals.

**A support system where everyone calls it home.**

Build a like-minded community that attracts people from all fitness backgrounds without any discrimination and gives everyone a deserving chance to be the best version of themselves.



**ONE FOR ALL**  
**ALL FOR ONE**

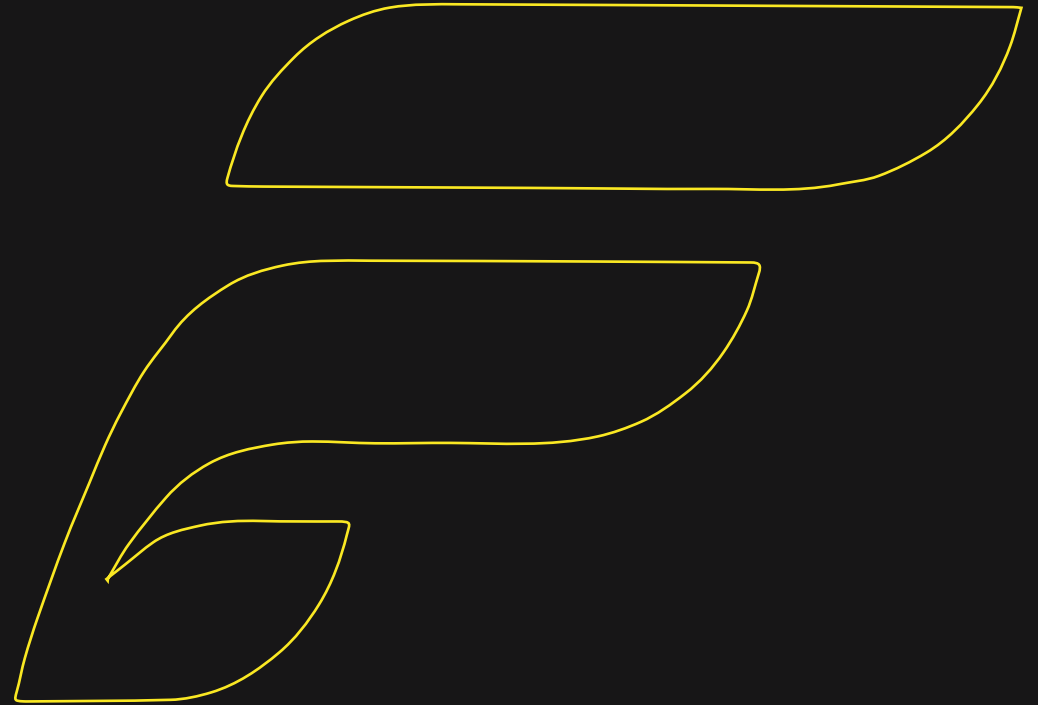
**FHUT**

# Functional Hybrid Training

## HIIT Hybrid Functional Studio Fully Equipped Strength Training Gym

A workout principle that combines traditional strength training and aerobic - anaerobic functional training. A routine that is able to push people beyond their limited performance levels by connecting their mind, body, and soul to a unique workout routine incorporating HIIT as its base

HIIT helps you increase muscular tone, stamina, strength, and cardiovascular endurance by turning your body into a fat-burning powerhouse





**IT'S  
MORE  
THAN A  
WORKOUT**

**FHUT**

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# STARTED FROM THE BOTTOM NOW WE ARE HERE!

Three years into our fitness journey we have achieved beyond our expectations, from humble beginnings in September 2019 with just 22 client registrations to 1500 members and growing

We share a common purpose; to build a home for people who are unable to achieve fitness goals on their own, to be their support partner in getting fit, confident and healthy

FHIT aspiration is to traverse the globe spreading new ways of fitness and building awareness on how important it is to be functional



A group of five people, three men and two women, are captured in mid-air, jumping joyfully. They are all wearing black athletic t-shirts and shorts or leggings. The background is a grey corrugated metal wall. At the top of the wall, the word 'FRESH' is written in large, bold, yellow, stylized letters. The overall mood is energetic and positive.

**FRESH**

**SAY HI  
TO THE TEAM**



**YOHAN**  
Founder/ Headcoach

FHIIT is more than a mere gym or fitness brand, It is a community; a family; a home away from home where people from all walks of life will find something for them.

My aspiration is to touch the globe spreading new ways of fitness and building awareness on how important it fitness is to your lifestyle.



**JESSICA**  
Co-founder/ Pre -Postnatal coach

I realized the power of community in fitness after we formed FHIIT in 2019. We have built a home for people who are unable to achieve fitness goals on their own. To also be the number one choice in women's fitness especially for prenatal and postpartum to reach out and encourage them to break their barriers.



**DILHAN**  
Co-founder/ Finance & Operations

I aspire to make FHIIT the one stop shop for all things health and fitness. It will remain a place that is able to push people out of their comfort zones and bring out a whole new person within. The latters are one of the best feelings one can experience, both for themselves and the co-founders.




**NISHI**  
Co-founder/ Marketing & Designing

Fitness is my getaway and my safe space. It's more than a passing fad or quick fix but is instead a lifestyle that helps me get through the day. I aspire to make FHIIT each member's sanity in a world of chaos, it will be the one place that accepts anybody and everybody.



**EMI**  
Co-founder/ Marketing, Branding & strategy

I firmly believe that fitness shouldn't be a short term goal but rather a long term lifestyle. I believe that FHIIT is everyone's place regardless of whether you are a beginner or a pro. This is where you will find purpose to achieve more, do more, and learn more.

A woman in a black sports top and patterned shorts is performing a handstand in a gym. She is the central focus, with her legs raised high and feet pointing towards the top of the frame. The gym floor is dark with yellow dashed lines. In the background, several other people are visible, some standing and some in various exercise poses. The lighting is bright, typical of a fitness studio.

**YOU GOT THIS**  
**BECAUSE**  
**WE GOT YOU**

**FHIT**

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To be a

# **GLOBAL FITNESS COMMUNITY**

that assures “fitness is for everyone”.

To educate our community that fitness is a balanced holistic approach that leads to a healthy and sustainable lifestyle. It's the journey you embark on beyond the destination

***FHIT***

# COMMUNITY

Making everyone feel important, Helping people fall in love with fitness as a lifestyle. Our approach is to transform people physically, mentally and emotionally for a better and more fulfilling life while building a like-minded community which embraces and welcomes people from all fitness backgrounds without any discrimination. We encourage members to network and support each other

# INNOVATIVE

Our workouts introduced a new dynamic hybrid approach allowing you to stay engaged and have fun throughout your experience at FHIT it's far from being monotonous. We will challenge you while keeping you on your toes

We encourage our members to have an open mind about their diet. Find the right balance between working out and fueling themselves with right nutritional profiles. A 50% - 50% sustainable diet approach

# ENERGETIC

Energy meets entertainment. We believe records are meant to be broken. We push past our limits and raise our game so that members can stay at the top of theirs. Every class has an up-beat and vibrant atmosphere and the music surely helps you feel invigorated while working out. The instructors who lead the classes will share the same energy and vibe to motivate you every step of the way

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# **FHIIT** IS A MOVEMENT TOWARDS A HEALTH-DRIVEN COMMUNITY

With keen consideration to detail and a compelling crave to promote the wellness involvement, FHIIT have been innovatively outlined and modified to assist our members to entertain themselves and have fun while they focus on achieving targets in their minds and bodies from each session. FHIIT makes it possible for others to find their tribe and connect with like-minded individuals who have common values and seek to learn and grow together. Working out should be fun and challenging and that's what they deserve

We thrive in community where people can achieve more than just a great physique; to give people the peace of mind, confidence, motivation and stability that derives through FHIIT

**FHIIT**



WHY

**FIT?**



# 01.

## Everyone wants something new

Humans become easily bored with the same daily routine, at the same time fitness is always evolving and providing new strategies and approaches to keep everyone involved and sane. So everyone need that change, and providing a better option when they are willing to shift is critical

FHIT is that change

# 02.

## We are in it to win it

We believe that as partners we invest equal energy and effort to the success of the business, with both our efforts we provide a great service and experience to our members. As once British Airways CEO Sir Tim Farron said "We will accomplish greater things together and that will drive us to more heights"



## 03.

# Community is everything

Gyms are mostly used by people to work out, but what keeps them coming back is the change they experience and the homelike environment. This is a core principle of FHIT's business strategy. At FHIT, we encourage people to change themselves for the better in all areas of their lives. Hence, we go beyond only working out to promote networking, community, and living the moto fitness for everyone. For their entertainment, we plan to host numerous events. Our team is excited to explore what we can offer in each studio, tailored to your country, to make it feel like home at FHIT.

## 04.

# Our module has worked

In our business strategy, quality and retention take precedence over sales. In the absence of a reason to quit, people will stay. Diverse and alternative training is sought by people. Our training program is designed to promote positive change throughout their daily routine. Finally, we urge our members to workout hard while simultaneously resting and restoring their bodies. With many training functions addressed, there are several reasons for people to stay.

## 05.

# Smart Tech Smarter Future

Providing a world-class member experience, strengthening coaches, and increasing accountability are all key goals of our technology. Once qualified, our technology allows our coaches to design their own training programs within the FHIIT training structure under the watchful eye of the head coach

Our coaches will have individualized involvement in the programs, providing them a feeling of accountability, flexibility, and progress. They will have the opportunity to reach out and display their ideas and new training methods

## 06.

# Originality in all aspects

From the moment you interact with FHIIT, you will see our originality in all aspects of the business. We are at aim in creating a positive, healthier world for people today, tomorrow, and forever. Our innovation exists on many levels, but the member experience is our core emphasis because for the FHIIT community is everything

# 07.

## We got the experience . So we got your back

Starting a business can be intimidating, since we're right there with you, pushing alongside you. The exciting road of becoming a company owner begins after you sign your partner agreement. The lessons we learned have led us to create studios with an aim of 1500 or more members. Our partnership model offers business training on a monthly, quarterly, and annual basis

# 08.

## Every square meter means it

Every square meter of FHIIT has a purpose. You will notice an eye for detail and a feeling of purpose from the moment you walk in. Our unrivaled design is directed by our expert design team, with each build having a project manager to guarantee that the high quality and consistency of the brand are conveyed throughout all we produce

# 09.

## Communication is easy

We're here to help you and your company attain your greatest potential. Every successful component of FHIIT is driven by our staff, and we're all rooting for you. As a partner, you will directly be in touch with the FHIIT founders to assist you in building the greatest business possible

# 10.

## Coaches are the forefront

We want FHIIT trainers to be known as the finest in the industry "Athletes". We've created advanced coaching standards and programs to help a competent coach become a terrific coach. The coaches are at the forefront of our company, and we will spend extensively on them to assure the highest level of quality and consistency across the board





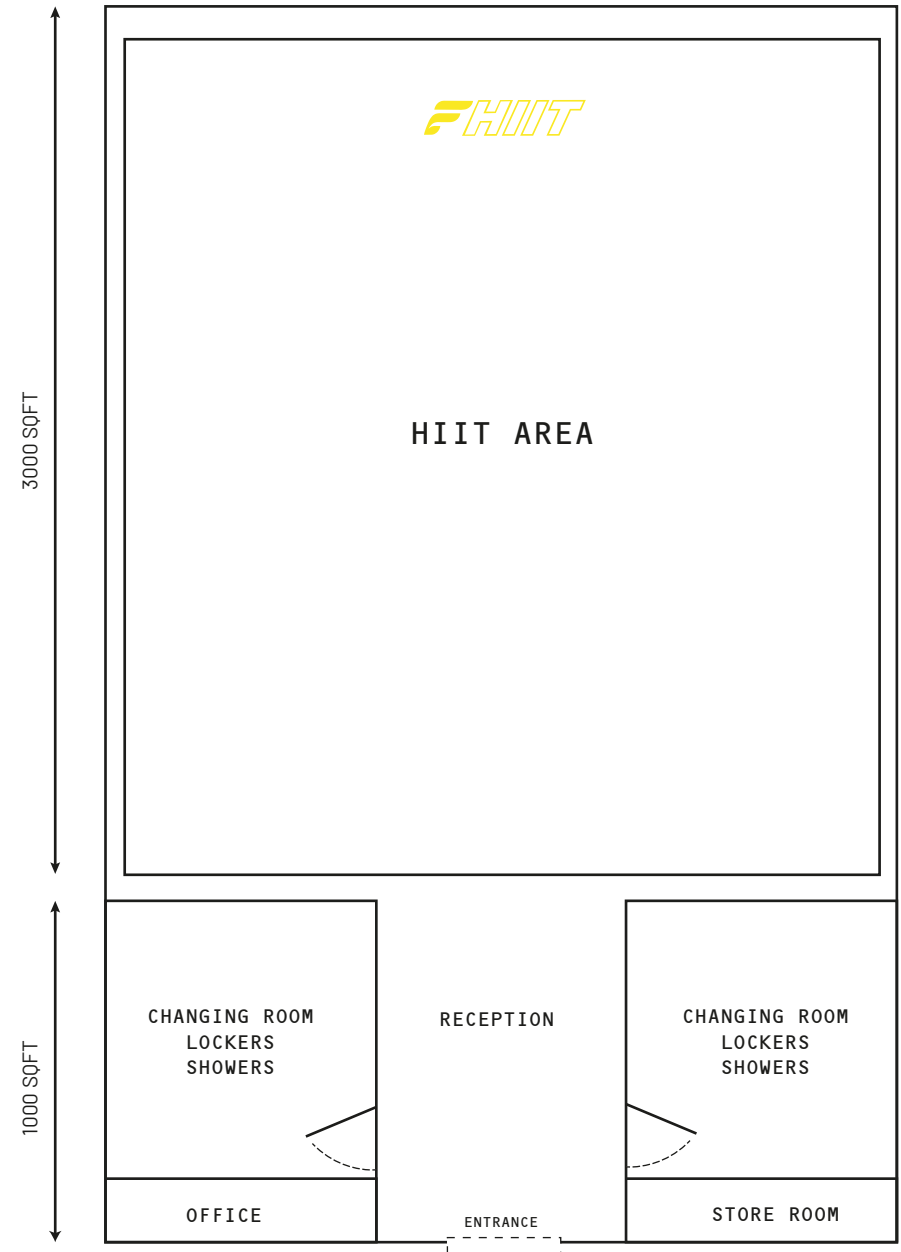
# EXECUTION CONCEPTS

# CONCEPT 01

Welcome to our introduction studio, a single room space that can transform from one training setup to the next in a matter of minutes. The space is designed tastefully to accommodate a decent amount of members per session. Most suitable for budget space such as mall Mezzanine floor

- Hiit studio
- Changing rooms and locker facilities
- Toilets and showers
- Office
- Reception
- Store room

Max Class - 36 members  
Min sqft size- 4000 sqft





**FHIT**





# OUR DELIVERABLES & COMMITMENT

**FHIT**

# 360 Support and assistant

FHIIT SL will provide a comprehensive training program that includes aspects such as business and finance-related systems, guidance on techniques that can be used in advertising and marketing, and staff management and recruitment. These programs can span a few days to a few weeks and could include theoretical instruction and/or on-the-job training

# Help to choose the correct location

Location is one of the most important aspects of any new franchise business. FHIIT SL will support you to identify and select the best location for the business. We will provide you with our pre-approved lists geographically and based on spending capacity. However, we can work hand in hand in identifying the best location

# Marketing, branding, and communication

We will provide a detailed plan that includes everything from marketing for the grand opening, to all the promotional & brand building campaigns  
In addition, FHIIT SL will provide a range of professional advice in marketing materials including banners, flyers, brochures, posters and more  
Understanding the following and executing a comprehensive marketing experience  
360 Advice and direction for all aspects of marketing and branding  
Direction for content creation and social media management  
SWOT Analysis of the selected market and geographical aspects  
Competitor Analysis  
Strategic support in advertising and promotion and collaterals

# Product and workout

A comprehensive manual will be shared with the franchisee periodically, by the Head Coach of FHIIT SL  
All workouts will be issued with a demo video followed by one-to-one training once in three weeks  
FHIIT SL will provide its best, fully qualified, and highly competent head coach to lead and manage the operations of the franchise

# Admin and accounting support

FHIIT SL will provide its own ERP system. All required training and ongoing support and advice will be provided accordingly

# Design and concept

FHIIT SL will provide the concept design and architectural drawings according to the selected site and ongoing operational support and advise in terms of interior and equipment placement

# Recruitment and other staff requirements

FHIIT SL will provide all support in selecting and shortlisting the correct candidate for the required positions, along with training and induction

\*\*More information about the above subject will be shared in the franchise agreement

# CONCEPT 01

		Plates		Dumbbell Weight		Kettle bell Weight	
		Qty	KG	Qty	KG	Qty	KG
Ski Machine	4						
Rowing Machine	4						
Assault Bike Classic	4	10	20	2	25	2	30
Battle Rope	4	10	15	2	22.5	2	27.5
Flip Tyre	2	14	10	2	20	2	25
Sledge Hammer	4	14	5	2	17.5	2	22.5
Plyo Box	2			2	15	4	20
				2	12.5	4	17.5
				4	10	4	15
					8	4	12.5
Champion Powerlifting Bars	10			5	7	6	10
Short Barbells	2			6	6	6	10
Landmine	4			6	5	6	8
					4	6	6
				10	3		
				10	2.5		
				10	1.5		

560

610

674



# THE WAY FORWARD

**FHIT**

**FHIT**

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