

# PROFITABLE GYM PRICING

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## WORKBOOK

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# PRICE BUNDLE

Complete this price bundle template from the worksheets on the following 4 pages.

WHAT IT'S WORTH \$

MARKET POSITION:

NEW PRICE BUNDLE

1.

2.

3.

4.

5.

6.

\$

\$

\$

\$

\$

\$

PRICE CHECK

Long Term Price Floor

\$

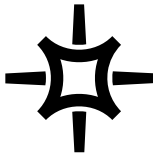
Cost Plus Price

\$

Reasonable Price Range

\$

to \$



1. WHAT IS IT WORTH TO YOU?

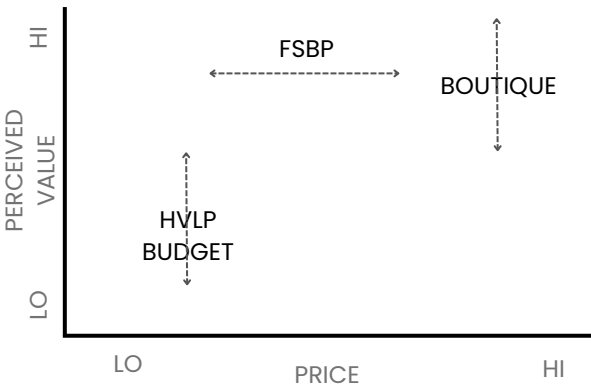
Target value \$ \_\_\_\_\_

Workings

	Total Membership	\$2.50	\$5.00	\$10.00	50% / \$2.50 plus 50% / \$10.00
Per week					
Per annum					

2. (MARK) YOUR POSITION IN THE MARKET

	LOW COST	DIFFERENTIATOR
BROAD	HVLP (High Volume Low Price)	FSBP (Full Service Best Price)
NARROW	NICHE BUDGET	BOUTIQUE



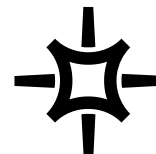
Position \_\_\_\_\_

3. MEMBER PERSONAS

Who are our members and what do they value?

	Student	Gen Z GroupX	Gen Z Gym	Gen Y GroupX	Gen Y Gym	Gen X GroupX	Gen X Gym	Seniors
Persona Name								
Value Sensitive (✓ / x)								
Price Sensitive (✓ / x)								
Full Service								
Gym Only								
Off Peak								

#### 4. COSTS



Short Term Price Floor per week \$ \_\_\_\_\_ per visit \$ \_\_\_\_\_

Long Term Price Floor per week \$ \_\_\_\_\_

#### Workings

	Variable Costs per annum \$	Variable Costs per week \$	Total Membership	Variable Cost per member per week \$	Average Visits per week	Variable Cost per member per visit \$
<b>STPF</b>						

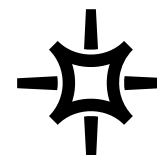
	Total Costs per annum \$	Total Costs per week \$	Total Membership	Total Cost per member per week \$	Average Visits per week	Total Cost per member per visit \$
<b>LTPF</b>						

Add % Margin

Cost Plus Price per week \$ \_\_\_\_\_

## 5. REFERENCE PRICING (market willingness to pay)

RANGE OF REASONABLE PRICES – from workings below



	From	To	Average Flexi Contract Premium	Average Off Peak Discount
Budget / HVLP	\$	\$	\$	
Full Service	\$	\$	\$	\$
Boutique	\$	\$	\$	

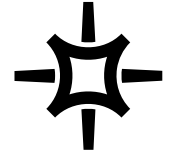
PRODUCT DERIVED PRICING – from workings below

	From	To	Average Full Service Premium
Gym Only			
Full Service			\$
GT Boutique			

Workings

Competitor Name	Market Position	#Members	Flexi Contract	Term Contract	Gym Only	Off peak
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$
			\$	\$	\$	\$

## 6. PRICE SETTING



Price bundles to match your personas value & willingness to pay

Memberships	Flexi	Contract
Full Service		
Gym only		
Off Peak		

### Workings

1. From your reference prices in step 5, select base price that matches your market position and value position.
2. Then add or subtract the appropriate premium and discount.
3. Price check against with your Long Term Price Floor (+ margin).

	From Reference Pricing (Step 5 above)	Full Service Flexi	Full Service Contract	Gym Only Flexi	Gym Only Contract	Off peak Flexi	Off Peak Contract
Base Price	\$				Base \$		
+ Full Service Premium	\$		Base + FS Premium \$				
+ Flexi Contract Premium	\$	FS Contract + Flexi Premium \$		Gym Only Contract + Flexi Premium \$		Off Peak Contract + Flexi Premium	
- Off Peak Discount	\$						Base - Off Peak Discount