



BIG HITTING SPORTS TRAINING FACILITY

BUSINESS PLAN | MAY 2025

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1. Executive Summary

This business plan outlines the development of a state-of-the-art Big Hitting Sports Training Facility in Christchurch, New Zealand.

The facility will serve elite cricket and baseball athletes from New Zealand and Australia, leveraging a partnership with a US-based training franchise.

Our model combines player development, sports science, digital technology, and strategic partnerships to deliver a high-performance environment.

A marquee partnership with a celebrity New Zealand cricketer and outreach to Indian backers or clubs will help drive credibility, investment, and global appeal.

2. Vision & Mission

Vision: To be the premier destination for power-hitting sports performance in the Southern Hemisphere.

Mission: To develop elite athletes through world-class coaching, cutting-edge facilities, and strategic international collaborations.

3. Strategic Goals

- Launch operations within 12 months.
- Attract 200 full-paying members within the first operational year.
- Secure 200 business sponsors and one named sponsor.
- Host at least three live-in workshop events annually.
- Achieve financial breakeven by year two.

4. Facility Overview

- Location: Christchurch, New Zealand.
- Rent: \$800,000 annually (potential for rent-free year one in exchange for a 5-year lease and fit-out investment).
- Initial Fit-out Cost: \$1,000,000.
- Annual Operating Costs: \$300,000.

5. Revenue Streams

a) Memberships:

- 200 members at \$3,000 annually = \$600,000 gross.
- Less app cost (\$750 per member) = \$150,000.
- Net Membership Revenue = \$450,000.

b) Sponsorship:

- 200 Support Sponsors at \$10,000 = \$2,000,000.
- One Named Sponsor = \$20,000.

c) Workshops:

- 36 players x \$2,000 = \$72,000.
- Costs: \$8,000 (consultants) + \$10,000 (travel/accom) = \$18,000.
- Net = \$54,000.

d) Sub-leasing (Opportunity):

- Upper floor leased to physios, nutritionists, or gear suppliers.
- Potential: \$100,000 – \$150,000 per annum.

e) Merchandise Sales (Opportunity):

- In-house and online gear.
- Branded merchandise, athlete-endorsed items.
- Year 1 forecast: \$50,000 – \$75,000.

6. Marketing Strategy

- Celebrity endorsement by a top NZ cricketer.
- Digital campaigns targeting sports academies in NZ & AUS.
- Workshops led by US franchise consultants.
- Press and media engagement at launch.
- Partnership outreach to Indian sports organisations/clubs.

7. Operations Plan

Staff:

Director, Coaches, Admin, Facility Manager.

Technology:

Athlete tracking app, video analysis, data dashboards.

Partnerships:

US franchise (licensing/coaching); local business alliances.

8. Financial Summary (Year 1 Projections)

Income:

- Memberships: \$450,000
- Sponsorships: \$2,020,000
- Workshops: \$54,000
- Sub-lease (potential): \$100,000
- Merchandise (potential): \$50,000

Total Income: \$2,674,000

Expenses:

- Rent: \$0 (assumed waived)
- Operating Costs: \$300,000
- Fit-out: \$1,000,000 (one-off)

Total Expenses: \$1,300,000

Year 1 Net Position:

+\$1,374,000 (excluding tax)

9. SWOT Analysis

Strengths:

- Unique cricket/baseball dual-sport focus in the region
- Strong financial backing through sponsorship
- US franchise credibility and expertise
- High-profile celebrity endorsement

Weaknesses:

- High dependency on sponsorship in initial years
- Niche target market (elite athletes)
- Unproven model in NZ context

Opportunities:

- Sub-leasing to allied services to diversify income
- Growing popularity of sports science and tech-driven training
- Expansion into Asia-Pacific region via India links
- Brand merchandising

Threats:

- Economic downturn impacting sponsor budgets
- Competitor facilities in larger cities (e.g., Auckland, Sydney)

10. Risk & Mitigation

Risk: Low early uptake → Mitigation: Pre-sales strategy; early sponsorship deals.

Risk: Celebrity pull-out → Mitigation: Back-up brand ambassador list.

Risk: Franchise model limitations → Mitigation: Customised local content integration.

Risk: Supply chain delays in fit-out → Mitigation: Early contractor engagement, phased roll-out.

Risk: Underperformance in merchandise sales → Mitigation: Partner with established e-commerce retailer.

11. Key recommendations

- Secure a named sponsor before finalising capital investment.
- Develop a phased approach to fit-out to mitigate initial cashflow stress.
- Establish a KPI dashboard tied to member acquisition, sponsor retention, and net promoter score (NPS).
- Develop fundraising approach to support access to facility for young players

12. Next Steps

- Finalise partnership with US franchise.
- Appoint celebrity ambassador.
- Launch capital raise targeting sponsors and strategic partners.
- Secure lease and fit-out agreement.
- Begin pre-sales and membership drive.