

**FITNESS
FACTORY**

**FITNESS
FACTORY**


FITNESS FACTORY




GYM SETUPS

CALL US NOW

8668319474

9637532518

 www.fitnessfactorygoa.com

   @fitnessfactorygoa

WHO ARE WE ?

Fitness Factory Goa is a First Of Its Kind Start-Up Organization that was launched

by **Kaushal Gaonkar**
(CERTIFIED FITNESS AND NUTRITION
COACH) in 2020 IN BICHOLIM.



FITNESS FACTORY GOA is acknowledged for its unrivaled success in providing the finest equipment and fitness knowledge available to help its members achieve their individual potential. Today, FITNESS FACTORY GOA has maximum number of branches in NORTH GOA and all of our branches are well recognized for the passion, dedication and highly experienced staff.

WE HAVE OUR OWN GYMNASIUMS IN BICHOLIM AND VALPOI, WITH TWO MORE GYMS COMING SOON IN SANQUELIM AND MAPUSA with Certified Trainers and Nutrition Counselling.

FITNESS FACTORY GOA has enabled to gain maximum number of transformations and we keep providing a comprehensive approach to the well-being of our members.

FITNESS IS PERSONAL

Certified Instructors. Experienced Physiotherapists. Personalized Service.

No two individuals are the same and we believe that fitness does not come from a catalog. Which is why, our highly qualified trainers and experts are present at every gym not just to help you pick the right equipment but also to design a personalized fitness and workout plan for you. Our dedicated 24x7 helpline provides prompt, round the clock support to our customers.

We provide more than just equipment – we provide a unique experience, which is why once a Fitness Factory customer, always a Fitness Factory customer!

FITNESS IS FOR EVERYONE

Regardless of whether you are a busy professional or a multi-tasking homemaker or a fitness enthusiast – we have fitness solutions that cater to you and all your specialized needs! Whether you are looking to set up your home gym, design a corporate gym, build a state-of-the-art fitness center or are looking for very specialized equipment for a sporting club, we will be your fitness partner and a one-stop destination.

Walk into our Gymnasium today and experience fitness like never before.



FITNESS FACTORY GYM SETUP IS A NEW VENTURE BY THE FOUNDER OF FITNESS FACTORY, **KAUSHAL GAONKAR,**

- WHERE WE OFFER YOU A ONE STOP SOLUTION FOR ALL YOUR GYM SETUP NEEDS AND REQUIREMENTS.
- PEOPLE OFTEN HAVE THE PASSION TO SET UP A GYM OR A FITNESS FACILITY BUT LACK THE RIGHT KNOWLEDGE AND GUIDANCE FROM COMMERCIAL GYMS TO HOME GYMS OR EVEN HOTEL AND CLUBHOUSE GYMS, WE PROVIDE ALL THE EQUIPMENTS, INTERIOR DESIGN, HELP IN SETTING UP THE RIGHT AMBIENCE, FLOORING, AREA SELECTION, LOCATION, CONSULTANCY, MARKETING SUPPORT ,ETC.
- WE ALSO DO RENOVATION AND REFURBISHMENT OF CURRENT GYMS AND CONVERT EXISTING GYMS INTO A PROPER FULL FLEDGED FITNESS FACILITY.
- WE ARE THE ONLY FITNESS COMPANY IN GOA WHO DO COMPLETE GYM SETUPS FROM SCRATCH AND HELP YOU BUILD YOUR BUSINESS WHICH CAN SCALE TO GREATER HEIGHTS.



OUR PRESENCE

BICHOLIM

SANQUELIM

ASSONORA

MAYEM

MAPUSA

ALDONA

HONDA

THIVIM

VALPOI

PORVORIM



**MAXIMUM
RETURN
ON
INVESTMENT**



**STRENGTH &
STABILITY**



**360
SUPPORT**

What makes
owning a Fitness
Factory Franchise
so lucrative?

OUR VISION



Since 2020 our brand has been steadily growing. We envision Fitness Factory To Become The Best and Most Premium Fitness Studio in Goa

OUR MISSION



We understand the value of health and fitness in today's life.

Our mission is to bring fitness to each and every member of our families and people of all age groups

OUR VALUES



We value health more than anything, that's why we do not compromise on quality of services we offer at our studios. We bring only certified and experience trainers to ensure your fitness.



HOME *Gym Setup*



COMMERCIAL *Gym Setup*



HOTEL *Gym Setup*



EDUCATIONAL INSTITUTION *Gym Setup*



CORPORATE OFFICES

Gym Setup



RESIDENTIAL APARTMENTS

Gym Setup



CLUBHOUSE

Gym Setup



©_safarnama

PERSONAL AND CELEBRITY

Gym Setup



GOVT AND MUNICIPALITY *Gym Setup*



GYM REFURBISHMENT & RENOVATION



BEFORE



AFTER

HOW FITNESS FACTORY GYM SETUPS TAKE PLACE

1) WHAT TYPE OF A GYM YOU WANT TO SETUP?

It all comes down to your budget and the niche Customer base you are trying to Tap in the Market

- SMALL/BASIC/BUDGET GYM
- MID SIZED/ ENTRY LEVEL COMMERCIAL GYM
- PREMIUM/FULL FLEDGED GYM
- CROSSFIT GYM
- COMBINATION OF ALL THE ABOVE TYPES

2) LOCATION SELECTION

Location Is Usually The Make Or Break For Any Gymnasium Facility, We At Fitness Factory Help You Identify The Right Location With Highest Footfall, Good Parking Facility Where There Will Be Maximum Business Growth.



3) AREA/SPACE ALLOCATION

The Area Of A Gymnasium Facility Must Be Properly Used With Minimum Amount Of Wastage. Ceiling Height Also Plays A Major Role In Ambience And Feel Of A Gymnasium. We Help You Find The Perfect Area That Suits Your Requirements And Budget.



4) LOGO AND NAME OF YOUR GYM

Logo Plays An Important Part In Your Brand Image. Name Of Your Gym Helps In Brand Recall And People Usually Associate Your Brand With Their Identity, Hence It Is Very Important That You Get Your Logo And Name Right With The Type Of Locality And Population.



5) THEME AND AMBIENCE OF A GYM

Your atmosphere tells your customers what your gym is all about. The fitness niches your trainers excel in, the services your customers are likely to find in your facility, and even the likely cost of a membership are just some of the factors communicated by the ambience your establishment gives off. Some gym environments have a strong sense of community, where health-focused individuals connect. It is motivating to be around others who share similar values. Studies support that a benefit of gym-based workouts having others around us who challenge themselves.



6) TYPES OF MACHINES

TYPE 1 EXTREME LOW BUDGET (LOCAL INDIAN)



TYPE 2 LOW BUDGET (BUDGET INDIAN)



TYPE 3 IMPORTED, MID SEGMENT



TYPE 4 TOP SEGMENT-US IMPORTED



TYPE 5 PREMIUM SEGMENT-BEST MACHINES IN THE WORLD



7) GYM LIGHTING

- If you've ever set foot inside a gym, you've probably noticed there's a certain ambience to your workout. Lighting, and indeed, the way colours appear under these lights, can have a tremendous effect on our workouts. Gym architects know this, and so should you. If your goal is to turn your home into the ultimate fitness zone this year, pay attention to the lighting tips.
- Light has a strong effect on people, Almost everyone has heard that the lack of light affects the psyche and can lead to depression , the so-called autumn / winter depression is the most prominent example of this. However, light also has effects on the body
- The most extreme example is rickets in children or osteomalacia adults, a disease that can occur over a long period of time due to light deprivation and in which the bones demineralize due to a lack of vitamin D and in the worst case, the skeleton can even deform.
- The color of light also influences whether we perceive a place as clean or how we perceive our body. Lighting design and engineering today they play a major role in almost all areas of life from the changing room in the clothing store to the sophisticated lighting design in the modern car. You can find out what role light plays in the gym and how lighting influences members



8) GYM FLOORING

Prevents Injury

One of the biggest benefits of gym flooring is that it aids in preventing serious injuries. Many people injure themselves while working out because of uneven carpets or a slippery floor.

Absorbs Sound and Impact

Gym flooring will help block out the loud noise that comes from heavy weight training. This way your members will not get disturbed by the noise and allow them to work without any distractions

Looks stylish

How your gym looks visually plays a huge role in converting potential clients into permanent members. Your gym flooring represents your brand, facility, members and your program. If you aspire to run a gym that is wildly successful, the first step towards designing your gym is to opt for gym flooring that can endure the rigors of daily training.

Maintains Hygiene

With the accumulation of sweat, it can be hard to maintain a clean lifting space. However, gym flooring ensures a hygiene environment because not only are they easy to clean they are also mold and bacteria resistant.



9) MIRRORS

- No fitness center is truly complete without a selection of a gym mirrors that covers most, if not all, of the walls. Mirrors can offer numerous benefits to both gym owners and patrons alike. They're a great source of motivation, but they also contribute to the space's visual appeal.
- Staying fit and healthy and engaging in physical activities should be a goal that everybody aspires to achieve, and what's better way to do that than in an environment specifically designed to boost people's confidence and fire them up. This is why a gym mirror in fitness centers is beneficial and have always been an essential part of the gym experience, and they continue to be.



1. The fitness space is much safer
2. It makes the Gym look more upscale and professional
3. It serves as motivation for gym users.
4. A brighter and more open environment
5. A light and bright fitness hall makes workouts effective.

10) MUSIC SYSTEM

- When designing (or redesigning) a fitness center, there are obvious areas that deserve attention such as equipment and layout. However, it is also important that you create an environment that motivates your members to be active and stay active, and the best way to do this is through music.
- Your fitness club's sound system can make or break your member's experiences, and can assist in making their workouts more enjoyable, their classes easy to follow, and their post-workout rituals more relaxing.

HOW CAN A SOUND SYSTEM MAKE OR BREAK A FITNESS CENTER?

**MUSIC ENHANCES
ENTERTAINMENT
&
RELAXATION**

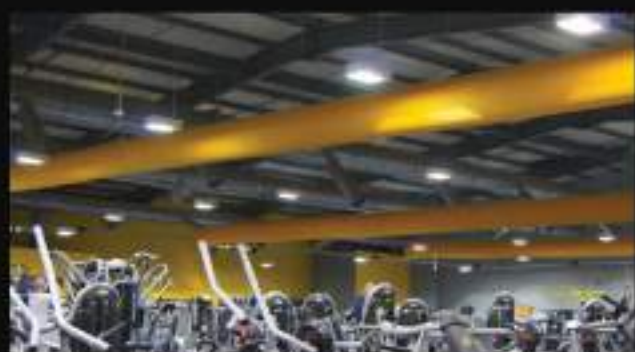
**MUSIC PROMOTES
EFFICIENCY
AND CREATES
MOTIVATION**

- In conclusion, fitness centers should aim to play music that encourages and motivates their members and helps them achieve their fitness goals. A properly designed and installed fitness club sound system can transform a session at the gym.



11) AIR CONDITIONING AND VENTILATION IN THE GYM

- A well-designed HVAC system will not only comply with local health and safety measures but also have high standards for indoor air quality (IAQ). An already important feature for fitness centers, the question of IAQ has become under the spotlight since the onset of the COVID-19 pandemic.
- Fitness performance is connected to the ambience in which the activity takes place; temperature, ventilation, carbon dioxide, and oxygen levels are all factors that can positively or negatively impact a workout routine. Monitoring and managing these factors effectively will not only mean happy members but also contribute to a healthy business
- Ventilation is key in gyms to avoid stagnant air, minimize CO2 building up and reduce the effects of poor indoor air quality. Undesirable odors can be quite common in a fitness area, and ventilation and air renewal can help manage this issue and keep everyone more comfortable while working out in the same space.
- Alongside ventilation and air renewal, air conditioning systems use filters that help protect the interior of the product as well as, depending on the type of filter installed, help remove or deactivate allergens, bacteria and viruses.



PROPERLY DESIGNED HVAC

- If you have the luxury of building a Fitness Center from the ground up, you can start with a well-designed HVAC system to expertly handle gym ventilation needs. You can also use construction materials that are low in VOCs such as plywood, paint, floor finishes, and carpets.
- Many fitness centers, however, are retrofitted into an existing facility. If that's the case for you, have an HVAC expert inspect your heating, air conditioning, and ventilation to make sure they are properly designed to provide good air quality for your customers.

GOOD GYM VENTILATION IS CRITICAL TO SAFE AIR & HAPPY CUSTOMERS

- If you own an older fitness facility, it may have an HVAC system that is inefficient and beyond its useful life. The HVAC system may have even been inadequately designed and also may not meet current energy codes.
- A properly designed gym ventilation system is essential to your customer's comfort and health. It controls moisture and can help to prevent the spread of illness also provides the right balance of gases and ensures the air you breathe doesn't contain too much carbon dioxide and controls odors and extracts contaminants from occupied spaces.
- You may not need an entirely new HVAC system. Possibly, your current system needs some tweaking such as relocating intakes, adding makeup air or moving ductwork.

12) BIOMETRIC MACHINE FOR ATTENDANCE AND GYM MANAGEMENT SOFTWARE FOR MEMBERSHIP TRACKING

- With the clientele growing each passing day, the gyms and wellness centers are doing their best to provide the best facilities possible. Even a few years back, all a gym required was a trainer and lots of space. But due to the rise in the number of gyms although having good trainers and equipment would have your work cut out for you a few years back, now you also need good Gym management software.
- An **Access Control System** is like any employee management software which helps you keep track of your members and connect with them better. When your clientele is on the rise, you need a client management system which saves your time and also does not leave you with too much paperwork to do. There are also some people who do not like the idea of getting frisked and face identified each and every day. So that's where a client management system and biometric technology comes into play. With biometric attendance device, the clients won't have to show their ID cards and marking attendance also becomes much easier for the owners as well.
- With the integration of a Door Access Control System, the fitness club owners get the benefits in:

Keep an eye on the attendance.

Billing

One can create an invoice for members based on the membership plan they choose.

Get timely notifications & alerts

Biometric Access Control

The members can get instant access by scanning their fingerprints.



13) CHANGING ROOM AND WASHROOMS

- Leisure centre, gym and sports clubs washroom facilities are such an essential factor for all sporting facilities, to provide their customers and staff with a clean, modern and pleasant area to feel safe using the facilities, getting changed and showered.
- Not only does it portray that the facilities are well looked after, but it also expresses that you care about your customers, are concerned for health and safety, and it also shows prospective new members that your sporting club or gym is the one to choose to become a member.



14) PROCESS OF DESIGNING A GYM (DESIGNING A 3D LAYOUT)

- 1) SPACE ALLOCATION
- 2) MACHINERY PLACEMENT
- 3) AMBIENCE SELECTION
- 4) DESIGNING OF 3D MODEL
- 5) CREATING REALISTIC RENDERS
- 6) IMPLEMENTATION



14) GYM EQUIPMENT MAINTAINENCE

EQUIPMENT MAINTAINENCE

- We have trained personnel across the country with over 10 years of experience in maintaining and servicing all fitness equipment.

We can provide you with the most cost effective services and spare parts support with minimal downtime as we strive to be the leading player in fitness & wellness solutions.

- We service and maintain all types of personal and commercial fitness equipment. This includes treadmills, bikes, recumbent bikes, ellipticals, gym machines and more! We also provide our customers with fitness equipment assembly as well as offer instruction in proper maintenance and preventative care.
- We strive to meet your needs because we understand how important it is for you to reach your health and fitness goals. Our priority is to make sure that your equipment is in tip-top condition so that you can continue your journey to be the same.

HOW WE WORK

- Contact us by calling, sending us an email or submitting a request form
- We will promptly answer your request and schedule an appointment that is convenient for you
- A qualified technician will arrive at your facility at the scheduled time to service your equipment and get you moving again!

ACCOLADES



**BEST FITNESS CLUB
IN BICHOLIM (2021)**



**BEST FITNESS START-UP
IN GOA-2021,2022**



**BEST FOOTBALL CLUB
IN BICHOLIM**



**MOST ATTRACTIVE GYM
IN TOWN**



**MOST ENGAGING FITNESS
COMMUNITY IN GOA**



INVESTMENT & ROI

Fitness Factory Gym's presents an exciting business opportunity with an aim of providing premium fitness clubs / gyms that are highly profitable with maximum Return On Investment

STANDARD SEGMENT

**INVESTMENT AMOUNT : 20 LAKHS
AREA REQUIRED : 1500 SQ. FT**

MID SEGMENT

**INVESTMENT AMOUNT : 45-50 LAKHS
AREA REQUIRED : 3000-3500 SQ. FT**

PREMIUM SEGMENT

**INVESTMENT AMOUNT : 80 LAKHS & ABOVE
AREA REQUIRED : 5000 SQ. FT & ABOVE**



FRANCHISING JOURNEY

1

Contact Us
via Call or
E-mail

We'll Introduce
You to the
Brand

Plan A Visit
to Our Gyms
or Corporate
Office

A Review
Call or
Meeting for
Any Concerns

2

Finalize
Territory &
Review Financial
Details

Sign Franchise
Agreement &
Finalize
Location

Meet Our
Team for Gym
Equipment and
Other Vendors

Plan Fitout,
order Equipment
& Gear Up for
Pre-Sales

3

Promotional
Strategies &
Build Your Own
Team

Get Successful
Pre-Sales with
upto 100
signups

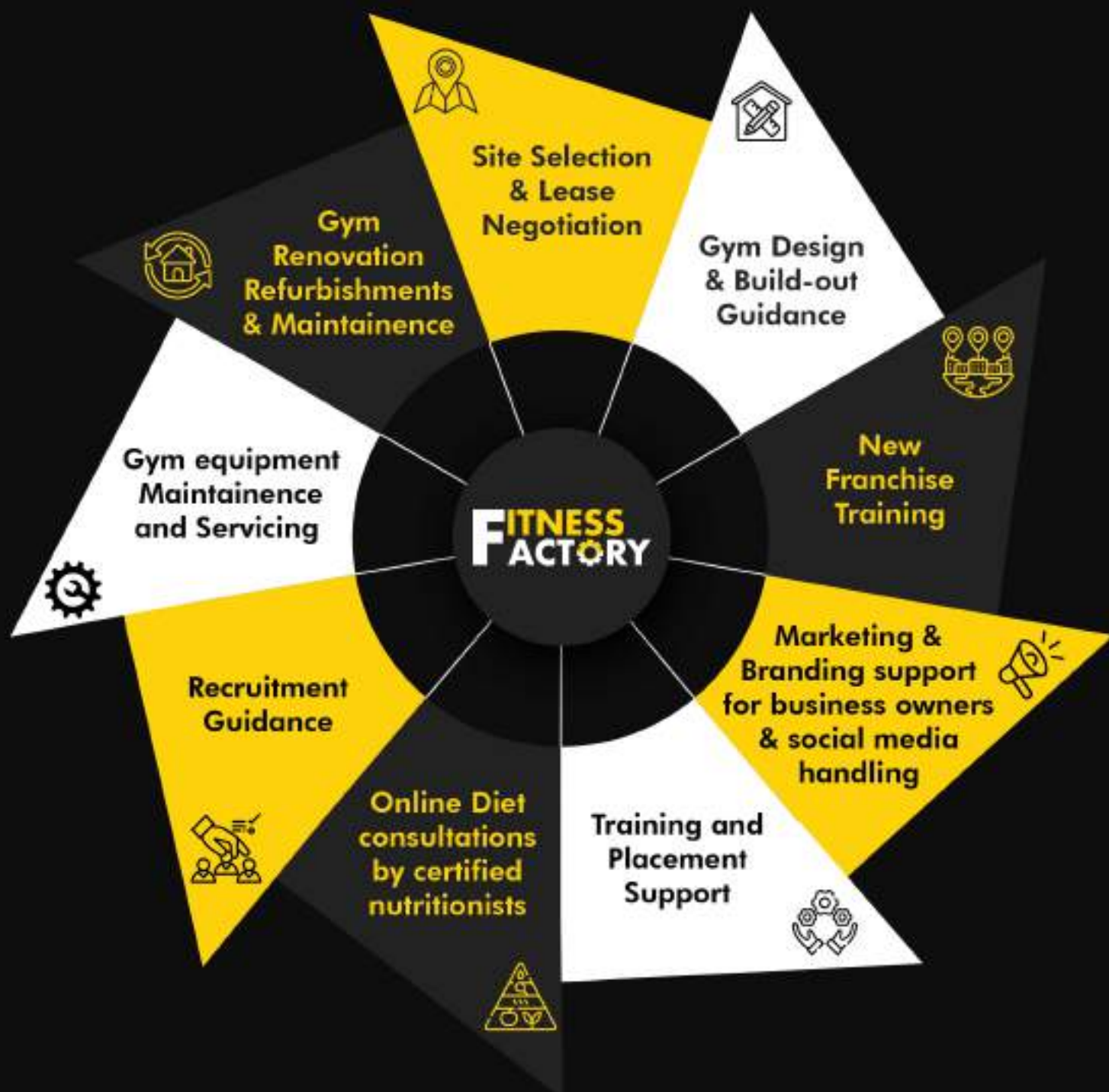
Grand Opening
Doors Open to
Members

On-going
Support Ensures
Business
Profitability



COMMITTED TO OUR FRANCHISES

At Fitness Factory, the training and the growth never stops. As a franchise, you'll have access to ongoing support and experienced corporate team always working on developing new and exciting tools / offers for the franchise community



TESTIMONIALS

Tejas Sawant

Fitness factory is excellent place for workout. The trainer of this place is very talented, friendly and taking care of clients. The owner is very good person and giving support to his clients

Glency D'costa

A gym with a perfect ambience this place is all you need to get motivated and hyped to workout. With a very friendly administration, it offers safety, amazing training and a perfect workout sesh. Time really flies in this place and however exhausted you may be you seem to yearn for more. There's no compromising whatsoever on the quality training they have to offer and the cleanliness of the place. Support, safety, amazing training, great equipment this is the place for you. You'll be amazed !!!
Trust me.

Nidhi Parab

My journey with Fitness Factory has been amazing. Best place for the people in and around Bicholim to work out. Open at reasonable hours for working people. Great equipments and very dedicated and friendly trainers who help all the time and vibe in the gym is very positive.

Sawant Aditi

My first gym experience with Fitness Factory and have not been disappointed. This gym has the best trainer, and also the owner Kaushal is very helpful. Everything is so clean. Would highly recommend

Saish Rege

Highly recommended Gym. The knowledge and experience you get through the expertise Trainers is immense. I would like to appreciate Mr. Kaushal Gaonkar for closely monitoring the progress and encouragement.

Jayant Bapat

It's been close to two months at the 'Fitness Factory' and am still in awe of the State of the Art facilities at the gym, Joined in after a bit of persuasion from home and now cannot thank my family enough! It's getting close to being my second home for fitness. I am now well on the path to achieving my goals. I am following the diet prescribed by Kaushal, star attraction at the gym, who leads by example, and has set a bar for all to try and raise further up as he also keeps a keen eye on all the fitness freaks providing inputs on the workout regime individually

TESTIMONIALS

Dr. Chandrakant Shetye, MLA Bicholim

People should take inspiration from Youth Like Kaushal Gaonkar for generating self employment and creating jobs for others to boost our economy.

Entrepreneurship is the need of the hour. I wish Kaushal all the very best and may he expand his brand and business all over Goa in every constituency

Dishanti Chandelkar

FITNESS FACTORY is a space not only to build your fitness physically, but also nutritionally! One of the best gyms I've known to show Results! Supported with professional trainers and dietician who'll look after your workouts & personalised diet just the right way!

Naresh Sawal, Ex MLA Bicholim

Fitness Factory is a Brand that is doing something really different from all other Gymnasiums in Goa.

Kaushal is an inspiration to all the youths out there for generating employment and trying their hand at Entrepreneurship

Jit Arolkar, MLA Mandrem

I Congratulate Fitness Factory and Kaushal Gaonkar for successfully completing two years in business. Wishing you all the very best for your upcoming branch in sanquelim.

I hope you open a Gymnasium Facility in Every Town in Goa

Vishwajeet Rane, Hon'ble Minister

Fitness Factory Gym Set-ups are definitely the best Gymnasium Set-ups in Goa.

We got our old premises of Municipality Renovated by Fitness Factory and it is now a State of The Art Gymnasium Facility in Goa. It will definitely be a Model Gymnasium Facility For All Municipalities and Panchayats Across The State.

I wish Kaushal and his Team All The Very Best For His Future Endeavours.

Simran Mahatme

The best in town, with best in class equipment! The owner, trainers are very amiable and understanding! You're bound to get results provided you are disciplined!

UNPARALLELED EVENTS

TREKKING



MARATHON



BEACH WORKOUT



UNPARALLELED EVENTS



WATER SPORTS ACTIVITY AT DANDELI



FUTSAL LEAGUE



FOOTBALL TOURNAMENT



UNPARALLELED EVENTS

ANNIVERSARY CELEBRATIONS



FITNESS FACTORY



BIRTHDAY CELEBRATIONS



ZUMBA



UNPARALLELED EVENTS

SPORTS DAY



POWERLIFTING COMPETITION



INDEPENDENCE DAY CELEBRATION







FITNESS FACTORY GYM SET-UPS

