



UP LIFT

By: Sydney, Kaynait, Christian, & Myaani

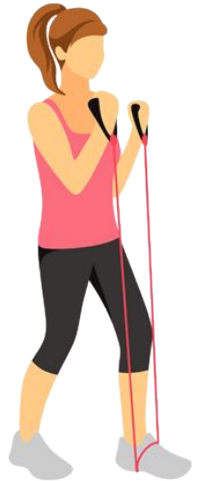
Who we are

SYDNEY: PROJECT DIRECTOR

KAYNAIT: RESEARCHER

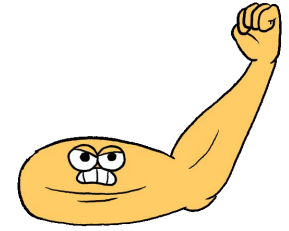
CHRISTIAN: SALES & MARKETING

MYAANI: ALSO RESEARCHER





Intro



- ❖ In 2020, the Brooklyn Heights area will be welcoming a new fitness and healthy consumption development that will combine many different catering options as well as a fitness gym. We call this upcoming project ***“Uplift”***.
- ❖ ***Uplift*** wants to provide the support and equipment to achieve the goal of being fit and healthy routinely. We will provide sufficient, good quality equipment while also providing healthy food options.
- ❖ This building construction will contain two levels, the first floor being the gym and the second floor being the food court.

Our Two Story Business

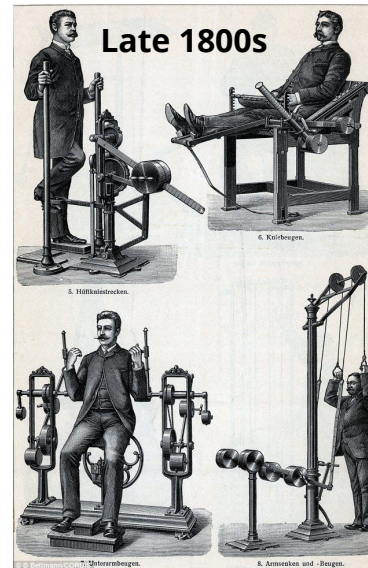
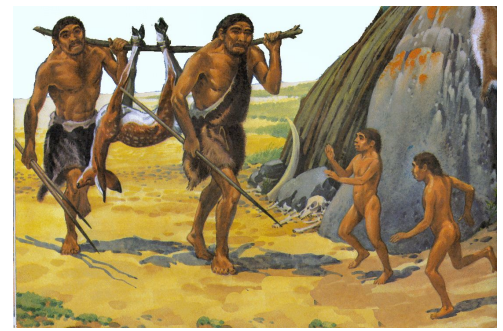


Life Time Athletic Club:
Berkeley Heights, New Jersey



History (Then)

- ❖ An abundance of hunting and gathering. Today, the few hunter-gatherer tribes which still exist around the world would have no idea what “fitness” or a “workout” is, as this kind of “exercise” remains deeply ingrained in their everyday lives.
- ❖ Was not developed through structured programs, methods, or schedules.
- ❖ The evolution of fitness began in the 20th century with the use of beneficial workout equipment (beginning of war time).
- ❖ Wooden equipment.
- ❖ Considered a wealthy person's pursuit.
- ❖ In the 20th century, bodybuilding was becoming more popular, and women were also starting to take up this activity.



History (Now)



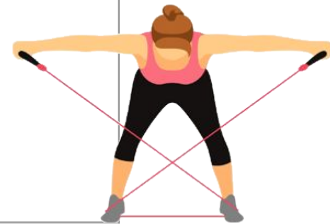
- ❖ We have become inspired from previous generations and have developed a modernized way of staying fit through the technological advances invented.
- ❖ Increase of DIVERSITY in popular gyms.
- ❖ Increase of awareness on how the human body operates.

Product



- Our product is a gym meaning that we will be targeting the physical fitness industry and must make our marketing plan in relation to that.

Strength	Weakness
<ul style="list-style-type: none">❖ Very few gyms in the area so it will be one of the few things people potentially want more of, but don't have.❖ Gym/Food 2 in 1❖ 24/7 service with loyalty program❖ Not many locations of gyms in this area❖ Many businesses and students in the local area.❖ Everyone can use a training session.	<ul style="list-style-type: none">❖ Only one location for now❖ Expensive area to own property/rental❖ There are many established gym chains already





SWOT

Strengths	Weakness	Opportunities	Threats
<ul style="list-style-type: none">❖ Convenience❖ Eat and workout at the same time❖ Membership/Loyalty Rewards❖ Social media to promote our business❖ Gym is open 24 hours❖ A variety of gym equipment❖ Offers free WiFi	<ul style="list-style-type: none">❖ Not many people feel comfortable working out in a gym❖ Maybe after work or school/college students are too lazy to work out and want to go home and rest.❖ Need more locations❖ Need clean atmosphere and have large locker room with showers and towels.	<ul style="list-style-type: none">❖ Having young and experienced staff❖ There aren't many gyms in that area with healthy food court in it.❖ Student discount on there first charged month❖ First month free trial and then \$20 a month with loyalty rewards and meal plans of your choice.❖ Could possibly work in conjunction with City Tech to offer students part time positions.	<ul style="list-style-type: none">❖ Gym competition❖ Only having one physical location in New York City, for now.❖ Parking? Hard to find a parking spot in downtown brooklyn.❖ Other food businesses❖ Personal Trainers

Food & Beverages



- ❖ Partnership with FoodLogiQ which is a company that ensures food safety, traceability and sustainability.
- ❖ In 2015 FoodLogiQ has partnered with Tropical Smoothie Cafe.
- ❖ Using FoodLogiQ's Connect platform, Tropical Smoothie Cafe will be able to track all food and beverage items being served in its nearly 435 locations, from the fresh kale in the Island Green Smoothie to the all natural grilled chicken in the Chipotle Chicken Club Flatbread. Tracing from their suppliers all the way to the cafe allows Tropical Smoothie Cafe to keep track of each and every product being served, while enabling each location to act quickly if an issue comes up with product quality or safety.

MENU

TOASTED FLATBREADS

Served with chips (110-210 cal), whole fruit (60-110 cal) or kale & apple slaw (120 cal)

CHIPOTLE CHICKEN CLUB
490 cal
bacon, tomatoes, romaine,
pepper jack & chipotle mayo

CALI CHICKEN CLUB™ 570 cal
bacon, smashed avocado,
tomatoes, romaine, mozzarella
& basil garlic mayo



Chicken Bacon Ranch

CHICKEN PESTO 430 cal
when made with tomatoes, shredded parmesan,
mozzarella & pesto

CHICKEN APPLE CLUB 580 cal
bacon, kale and apple slaw, a smoked
cheese blend & honey dijon

CHICKEN BACON RANCH
500 cal
bacon, tomatoes, romaine, cheddar
& lite ranch

PRESSED SANDWICHES

Served with chips (110-210 cal), whole fruit (60-110 cal) or kale & apple slaw (120 cal)

CHICKEN CAPRESE 730 cal
grilled chicken, fresh mozzarella,
parmesan, tomato, pesto & balsamic
glaze pressed to perfection
Add bacon for additional charge.
(adds 60 cal)

CUBAN 790 cal
pulled pork, ham, mayo, yellow
mustard, pickles & swiss
pressed to perfection



Chicken Caprese

Pressed Sandwiches crisped with mayo.

TOASTED SANDWICHES

Served with chips (110-210 cal), whole fruit (60-110 cal) or kale & apple slaw (120 cal)

TURKEY APPLE DIJON 640 cal
bacon, kale and apple slaw, a smoked
cheese blend & honey dijon
on 9-grain bread

TURKEY BACON RANCH 560 cal
bacon, tomatoes, a romaine spinach
blend, swiss & lite ranch on ciabatta



Ultimate Club

TROPICAL CHICKEN SALAD 610 cal
pulled chicken, cashews,
roasted pineapple salsa and
jerk mayo with a romaine spinach
blend & tomatoes on 9-grain bread

ULTIMATE CLUB 620 cal
ham, turkey, bacon, swiss,
shredded parmesan, tomatoes,
a romaine spinach blend &
chipotle mayo on ciabatta

SIGNATURE WRAPS & BOWLS

Served in a flour tortilla with chips (110-210 cal), whole fruit (60-110 cal) or kale & apple slaw (120 cal). Or try it all bowl!

when made with **CARIBBEAN JERK CHICKEN**
wrap 590 cal / bowl 440 cal
rice, black beans, smashed avocado,
roasted pineapple salsa, romaine
& jerk sauce

when made with **BUFFALO CHICKEN**
wrap 510 cal / bowl 420 cal
tomatoes, romaine, mozzarella,
buffalo sauce & lite ranch

SUPERGREEN CAESAR CHICKEN
wrap 610 cal / bowl 570 cal
a romaine, kale & spinach blend,
shredded parmesan, tomatoes,
parmesan crisps & caesar

when made with **BAJA CHICKEN**
wrap 640 cal / bowl 470 cal
rice, black beans, smashed avocado,
romaine, pickled red onions, cheddar &
roasted tomato salsa

when made with **THAI CHICKEN**
wrap 500 cal / bowl 380 cal
carrots, sesame seeds, wontons,
cilantro, scallions, romaine
& thai peanut sauce

HUMMUS VEGGIE
wrap 740 cal / bowl 620 cal
hummus, smashed avocado, pepper
jack cheese, a romaine, kale & spinach
blend, rice, black beans, pickled red
onions, tomatoes & lite ranch

Add a
SMOOTHIE
to any flatbread, sandwich, wrap or bowl
adds 180-880 cal

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information is available upon request.

SMOOTHIE & a Half

any smoothie and your choice of half
toasted sandwich (excludes pressed sandwiches)
460-1,200 cal

CLASSIC SMOOTHIES

SUNRISE SUNSET™ 360 cal
strawberries, pineapple,
mango & orange juice

PARADISE POINT™ 430 cal
strawberries, banana & pineapple

BLUEBERRY BLISS™ 340 cal
blueberries, strawberries & banana

SUNSHINE™ 390 cal
mango, banana, orange,
pineapple & orange juice

PEACHES 'N SILK™ 360 cal
peaches, strawberries & banana

BAHAMA MAMA 500 cal
strawberries, pineapple,
white chocolate & coconut

PEANUT BUTTER CUP 710 cal
peanut butter, banana & chocolate

KIWI QUENCHER™ 450 cal
kiwi, strawberries &
non-fat yogurt

MANGO MAGIC™ 400 cal
mango, pineapple & non-fat yogurt

STRAWBERRY LIMEADE
470 cal
strawberries & lime

BLIMEY LIMEY™ 440 cal
strawberries, pineapple,
orange juice & lime

JETTY PUNCH™ 370 cal
strawberries & banana

BEACH BUM™ 550 cal
strawberries, banana & chocolate

MOCHA MADNESS™ 660 cal
chocolate, coffee, cappuccino
& non-fat yogurt (available in decaf)

SUPERFOOD SMOOTHIES

HEALTH NUT™ 520-570 cal
blueberries, mango, banana,
almonds & choice of protein

POMEGRANATE PLUNGE™
520 cal
pomegranate, banana,
cranberry & strawberries

ORANGE GINGER GLOW™
420 cal
mango, fresh ginger, green apple,
pineapple, carrot & orange juice

TRIPLE BERRY QAT™ 410 cal
strawberries, blueberries, cranberry,
multivitamin, ground flaxseed,
whole-grain oats, whey protein & Splenda™

PEANUT PARADISE™
690-740 cal
peanut butter, banana, non-fat yogurt
& choice of protein

MUSCLE BLASTER™
470-520 cal
strawberries, banana & choice of protein

LEAN MACHINE™ 490 cal
strawberries, banana,
fat burner & energizer

ISLAND GREEN™ 410 cal
spinach, kale, mango,
pineapple & banana

DETOX ISLAND GREEN™
180 cal
spinach, kale, mango, pineapple,
banana & fresh ginger
(naturally sweetened)

AVOCOLADA™ 600 cal
avocado, pineapple, spinach,
kale, coconut & lime

CHIA BANANA BOOST™
610/780 cal
roasted banana, chia seeds, almonds,
whole-grain oats, cinnamon,
dates & coconut with choice
of strawberries or peanut butter

CHIA BANANA MAX™ 880 cal
Chia Banana Boost, plus peanut
butter & whey for max protein!
Additional supplement
charge applies.

ACAI BERRY BOOST™ 470 cal
acai, pomegranate, banana,
blueberries & strawberries



All 24 oz. smoothies made with turbinado unless otherwise noted or requested.
Splenda™ substitute available (subtracts 100-330 cal)

SUPPLEMENTS

vitamin c immune complex +20 cal
 energizer +0 cal
 fat burner +0 cal
 multivitamin +15 cal

probiotic +20 cal
 vitamin b12 +15 cal
 whhey protein +100 cal
 soy protein +110 cal
 pea protein +150 cal

spinach & kale super pack +15 cal
 ginger +0 cal
 peanut butter +190 cal
 almonds +40 cal
 whole-grain oats +70 cal

ground flaxseed +20 cal
 chia seeds +45 cal
 moringa powder +10 cal
 matcha green tea +15 cal
 almonds +40 cal

Substitute our Beyond Meat
chicken/Free chicken strips.
Additional charge may apply.



Vegetarian



Gluten-Friendly

2,000 calories a day is used for general nutrition advice, but calorie needs vary.

How Will We Promote?

- ❖ Printing such as flyers, banners and posters
- ❖ Social Media
- ❖ Clubs in the school
- ❖ Send out emails to offer student discount on your first charged month.
- ❖ Create an app for Uplift
- ❖ Giveaways/contests
- ❖ Promotional event
- ❖ Offers student discounts to encourage students nearby to become members
- ❖ Have a work study in the food court floor
- ❖ Get in contact with Stakeholders (brings us franchisement, increase in revenue, partnerships)
- ❖ Google advertisements



Marketing (Advertising)

First step in our marketing plan is to understand our situation and business. We will know exactly where our business is location wise, and we must compile some data with the demographics, such as ages of people in area, average income, availability, etc. Then the psychographics which would be things like do people like to exercise? And what is the purpose that they are here? School or work? Would people like a gym here? This will help us understand our market a little better. Our team is in the process of setting up a list of records of demographic data from local businesses and organizations, and our sites coordinator will work to have a solid understanding of the psychographics of the area, this works well for him because he is in contact with people often to try to make a sale.

Next we will create our SWOT, this is essential because once we know our strengths and weaknesses we can spread awareness in a relatively successful way. We will spread on many different platforms and levels. On a physical level we may have posters, and advertisements with the largest concentration in a 1 mile radius, and maybe a few billboards down in Queens or Manhattan because of the positioning of Downtown Brooklyn. We may have influencers in City Tech to spread awareness, recruit members, or team members in which we may offer part time positions. This is local though, we may also do promotional events in the area for such near the school, or create an email list.

Online however, we will make instagrams and gather influencers, we will go on major social media platforms such as youtube and other streaming platforms. Using google analytics software, a necessary expense since it synchronizes your advertisements with people who are interested in your product type. We will be targeting people ages 18-35 and create a "community" type of following so people will show loyalty and trust in our business. We will create linkedin to get in contact with potential stakeholders and competition. We may even find people who get uplifted that want to franchise us. Customers would want an app as well because of the convenience and ability to monitor your whole account as well as perks/benefits.

We identified our target market early on, with most of the advertising being online due to the age and type of person who will use the gym. However, local and print ads and campaign will use to not only reach the outliers of our marketing plan but also create a reputation for the company. We must focus equally on local vs online ads until we have a solid natural growth period, then move more into online.



Target Market



- ❖ College students to young adults age varies from 20-38 years old.
- ❖ College students carry most of our target as well as the working class in the Brooklyn Heights neighborhood.
- ❖ Men and Women: Middle-Upper Class, however low income families would find this gym very enticing as well do the large offering of services for such a low monthly cost.
- ❖ Psychographics: has some free time, interested in having a fit and healthy lifestyle, maintains a healthy lifestyle, multi-tasker, goal oriented, committed, open to trying new things, athletic, non-athletic



Conclusion

Physical fitness is a state of being that reflects a person's ability to perform specific exercises or functions, and is related to present and future health outcomes.

Healthy living is a combination of many things, including good nutrition, regular exercise and a positive attitude. Taking care of your body and feeling pride in your accomplishments can improve both your physical and mental health.

We want to ensure assertive training, an improved self- image , and stress management.

Join the journey with us today ! Improving important life skills improves your quality of life.





The End

Thank you