

## SAHIL RABBANI CONSULTING

sahilrabbani.com | contact@sahilrabbani.com | Galway, Ireland

SERVICE: BUSINESS PLAN WRITING

# Galway Wellness Studio

Investor-Ready Business Plan — New Health &amp; Wellness Business

Prepared For	Sample Client — Wellness Entrepreneur
Industry / Sector	Health & Wellness / Pilates Studio — Galway
Prepared By	Sahil Rabbani — Independent Business Consultant
Date	April 2026
Document Type	Sample Project — For Illustration Purposes Only
Data Sources	CSO Ireland, Enterprise Ireland, Revenue.ie, Public Sources

This is a sample project produced using real publicly available Irish data to demonstrate quality, structure and depth.

# 1. Executive Summary

This business plan was prepared for a wellness entrepreneur planning to open a boutique pilates and yoga studio in Galway city. The plan supports an application for a €40,000 bank loan from Bank of Ireland and a €15,000 Local Enterprise Office grant.

**Key Outcome:** This business plan was structured to meet Bank of Ireland SME lending criteria and LEO Galway grant requirements — covering market validation, financial viability and a clear implementation roadmap.

## Business Snapshot

Metric	Data / Finding
Business Name	Serenity Studio Galway
Business Type	Boutique Pilates & Yoga Studio
Legal Structure	Sole Trader (Year 1) → Limited Company (Year 2)
Location	Galway City Centre — Dominick Street area
Launch Date	September 2026 (projected)
Funding Required	€55,000 total — €40,000 bank loan + €15,000 LEO grant
Projected Year 1 Revenue	€87,600
Projected Year 3 Revenue	€142,000
Break-Even Point	Month 7 — 48 class bookings per week
<b>Projected Year 3 Net Profit</b>	<b>€38,400 (27% margin)</b>

## 2. Business Overview

### 2.1 Mission & Vision

**Mission:** To make high-quality movement and mindfulness practices accessible to the people of Galway in a welcoming, professional studio environment that prioritises results and community.

**Vision:** To become Galway's leading boutique wellness studio within 3 years, known for exceptional instruction, a warm community atmosphere and measurable client transformation.

### 2.2 Business Concept

Serenity Studio Galway will offer small-group pilates and yoga classes — maximum 10 participants — from a dedicated studio space in Galway city centre. The boutique model allows for premium pricing, superior instruction quality and a strong community feel — differentiating clearly from large gyms and budget fitness chains.

### 2.3 Products & Services

Service	Description	Price
Mat Pilates Class	Small group max 10 participants 55 min	€18 per class
Reformer Pilates	Equipment-based max 6 participants 55 min	€28 per class
Yoga Flow	Vinyasa and Yin styles max 10 participants	€16 per class
Monthly Membership	Unlimited classes priority booking	€89/month
10-Class Pass	Flexible no expiry	€155
Private 1:1 Session	Personal instruction 55 min	€75 per session

## 3. Market Research

### 3.1 Industry Overview

The Irish health and wellness industry has experienced sustained growth over the past decade, accelerated by post-pandemic consumer prioritisation of physical and mental wellbeing. The Irish wellness sector is valued at approximately €1.8 billion annually and growing at 6.3% per year (IBEC 2024).

Pilates specifically has seen exceptional growth — Statista data indicates a 34% increase in Irish pilates participation between 2020 and 2024, driven by social media influence and awareness of its benefits for posture, core strength and injury rehabilitation.

### 3.2 Galway Market

Metric	Data / Finding
Galway City Population (2022)	83,456 — CSO Census 2022
Target Demographic (Women 25–50)	Approx. 22,000 in Galway city
Estimated Galway Wellness Market	€8–12 million annually
Existing Pilates Studios in Galway	4 established studios identified
Average Class Price in Galway	€14–€22 per class
Annual Tourist Visits to Galway	1.8 million (Failte Ireland 2024)
<b>Primary Target Segment</b>	<b>Women aged 25–50 working professionals</b>

### 3.3 Competitive Advantage

- Smaller class sizes than any competitor — maximum 10 participants versus industry standard 15–20
- Reformer pilates offering — only 2 studios in Galway currently offer reformer equipment
- City centre location — most competitors are based outside the city centre
- Flexible pricing — class passes and memberships suit both regular and occasional clients

## 4. Marketing & Sales Strategy

---

### 4.1 Pre-Launch Strategy

1. Build Instagram presence — document the studio build, introduce instructors, share pilates education content
2. Offer founding member deal — first 50 members get €69/month locked in for 12 months
3. Partner with local physiotherapists and GPs for referral relationships
4. Run a launch event — free open day with taster classes for the local community
5. List on ClassPass and MindBody platforms for discovery

### 4.2 Ongoing Marketing

- Instagram — 4 posts per week, mix of educational content, class updates, client stories
- Email list — weekly newsletter to members with class schedule, wellness tips, promotions
- Google Business — optimised listing to capture local search for pilates Galway
- Referral programme — existing members receive a free class for each new member referred

## 5. Financial Projections

### 5.1 Revenue Forecast

Revenue Stream	Year 1	Year 2	Year 3
Monthly Memberships	€32,400	€48,600	€64,800
Class Pass Sales	€21,600	€32,400	€43,200
Reformer Classes	€18,000	€27,000	€21,600
Private Sessions	€10,800	€14,400	€9,000
Workshops & Events	€4,800	€7,200	€3,400
<b>TOTAL REVENUE</b>	<b>€87,600</b>	<b>€129,600</b>	<b>€142,000</b>

### 5.2 Cost Structure

Cost Item	Monthly Amount
Studio Rent (Dominick St area)	€1,800/month
Instructor Wages (2 part-time instructors)	€2,400/month
Business Insurance	€120/month
Booking Software (MindBody)	€129/month
Utilities (electricity, broadband)	€200/month
Marketing & Social Media	€300/month
Equipment Loan Repayment	€480/month
Miscellaneous / Contingency	€200/month
<b>TOTAL MONTHLY COSTS</b>	<b>€5,629/month</b>

### 5.3 Break-Even Analysis

Metric	Data / Finding
Monthly Fixed Costs	€5,629
Average Revenue Per Class	€18.50 blended average
Average Class Size	8 participants
Revenue Per Class (avg)	€148
Classes Needed Per Week to Break Even	48 classes per week
<b>Break-Even Month (Projected)</b>	<b>Month 7 of trading</b>

## 6. Funding Requirements

Metric	Data / Finding
Studio Fit-Out & Renovation	€18,000
Reformer Equipment (6 machines)	€24,000
Initial Marketing & Brand Launch	€4,000
Working Capital (3 months)	€7,000
Legal & Professional Fees	€2,000
<b>TOTAL STARTUP INVESTMENT</b>	<b>€55,000</b>

### 6.2 Funding Structure

- Bank of Ireland SME Loan: €40,000 — 5-year term at 7.5% APR — monthly repayment €800
- LEO Galway Feasibility Grant: €15,000 — non-repayable grant

Bank loan serviceability: Monthly repayment of €800 represents 11% of projected Month 7 revenue — well within standard bank criteria of under 30%.

## 7. Implementation Roadmap

Timeline	Key Milestones
Month 1–2	Sign lease, begin fit-out, order reformer equipment, register business with Revenue
Month 3	Complete fit-out, install equipment, hire instructors, build Instagram presence
Month 4–5	Pre-launch marketing, founding member campaign, physiotherapist partnerships established
Month 6	Launch open day event, begin classes, target 20 founding members
Month 7–9	Grow to 40 weekly classes, target 60 active members, launch reformer programme
Month 10–12	Reach break-even (48 classes/week), build email list to 500+, plan Year 2 expansion

— End of Business Plan —

Prepared by Sahil Rabbani · sahilrabbani.com · contact@sahilrabbani.com

Sample Project — Produced using real publicly available Irish market data to demonstrate methodology