the exceptional plan

A Family Venture into Franchising with The Exceptional Plan

www.theexceptionalplan.com

AT A GLANCE

CHALLENGES

- Franchise Due Diligence (FDD)
- Financial Planning
- Capital Requirement

BENEFITS

- **$700,000+ SBA Loan**: The entrepreneur successfully secured a $700,000 loan
- **Franchise Launch and Operation**: With the financial aspects secured, they successfully launched their gym.

CLIENT PROFILE

A father and son duo, keen on leveraging their combined expertise and interest in entrepreneurship, decided to invest in a personal fitness/gym franchise. With the father's extensive background in business management and the son's operational skills, they aimed to establish a successful operation in the health and fitness industry.

SOLUTION

The father and son approached The Exceptional Plan for guidance. They opted for "The Designed Plan" package, which is specifically tailored to help potential franchisees meet both FDD and SBA loan requirements.

IMPLEMENTATION

Business Plan Development

The Exceptional Plan worked closely with the duo to understand the franchise model and integrate their personal business strategies. This collaboration resulted in a detailed business plan that aligned with FDD stipulations and outlined a clear financial and operational roadmap for the fitness/gym franchise.

SBA Loan Application

With a robust business plan in place, The Exceptional Plan assisted the duo in preparing and submitting their SBA loan application, which included comprehensive financial forecasts and other necessary documentation.

Strategic Advisory

The father and son received continuous strategic advice from The Exceptional Plan, helping them navigate the complexities of franchise ownership and operational execution in the fitness sector.