[Your business name] — Business Plan

Martial arts school in [Your city] · Startup plan

Executive summary

[Your business name] is a new martial arts school in [Your city] offering kids' karate classes, ages 5 to 12, twice a week; adult Brazilian jiu-jitsu, unlimited classes; teen and adult kickboxing fitness classes; private lessons by the half hour; belt testing, tournaments and summer camps; and women's self-defense workshops. The model is one owner-instructor on a leased 2,500-square-foot floor: a kids program and an adult program on month-to-month memberships with no contracts, a free trial class as the only sales pitch, and a part-time coach once the classes fill.

Startup budget: $51,030 across 12 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core program is kids' karate classes, ages 5 to 12, twice a week. Every member starts with a free trial class, signs a waiver and an emergency contact, and pays a monthly membership billed to a card on file — no initiation fee, no contract — with belt tests, private lessons and camps priced on top.

- Kids' karate classes, ages 5 to 12, twice a week
- Adult Brazilian jiu-jitsu, unlimited classes
- Teen and adult kickboxing fitness classes
- Private lessons by the half hour
- Belt testing, tournaments and summer camps
- Women's self-defense workshops

Market analysis

The customers are parents who want their kids to learn discipline and confidence two evenings a week; adults who want to train instead of lifting weights alone; teenagers who have outgrown team sports; beginners who need a free trial class to start; and families who train together.

- Parents who want their kids to learn discipline and confidence, two evenings a week
- Adults who want to train jiu-jitsu or kickboxing instead of lifting weights alone
- Teenagers who have outgrown team sports
- Beginners who have never set foot on a mat and need a free trial class to start
- Families who train together on a family membership

Marketing strategy

Most members will come through the free trial class and word of mouth from the members already on the mat; the rest find [Your business name] on Google — “martial arts near me”, “kids karate” plus the suburb — and on Instagram, so the Google Business Profile, the reviews, the schedule and a website with the prices and a trial-class form decide whether a search becomes a trial.

- Google Business Profile and Google — “martial arts near me”, “kids karate” and “bjj” plus your suburb, with the schedule, the trial-class link and the reviews
- The free trial class: every enquiry gets one, and the first class is the sales pitch
- Instagram and TikTok — a class, a promotion, a tournament win, a parent's review
- School flyers, summer camps and after-school programs that put the academy in front of parents
- Referrals from members, with a free month for every friend who joins
- A website with the schedule, the programs, the prices, the instructors' story and a trial-class form

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Operations plan

The owner teaches most classes in year one — kids at 4 and 5, adults at 6 and 7, Saturday mornings for everyone — with a part-time coach on the kids' classes once they fill; every instructor who teaches kids is background-checked and CPR-certified, every member has a waiver on file, and the member software runs the billing and the attendance.

- A month-to-month membership with no initiation fee and no contract, billed to a card on file — which in Texas means posting the $20,000 health-spa security as a bond, because a stored card is a recurring debit
- A written schedule: kids at 4 and 5, adults at 6 and 7, Saturday mornings for everyone
- A liability waiver, an emergency contact and a photo-consent form for every member before the first class
- Member software for the billing, the attendance and the belt records; a card on file for every membership
- Background checks, CPR and first-aid certification for every instructor who teaches kids
- Mats cleaned after every class, a first-aid kit at the front desk, an incident log

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Lease deposit and first month on about 2,500 square feet	$6,692
Mats for 1,500 square feet of training floor	$6,017
Build-out: wall pads, mirrors, a changing room, the front desk and paint	$15,000
Heavy bags, a freestanding bag, kick shields, focus mitts and loaner gloves	$4,000
Insurance (first year): general liability, abuse and molestation, property	$2,150
Member management and billing software: the first month	$100
LLC, EIN, local business license and your state's health-club registration	$220
CPR and first aid, and background checks for everyone who teaches kids	$200
Opening stock of uniforms, belts and gloves to resell	$2,000
Website and Google Business Profile	$0
Launch marketing: signage, a grand-opening offer, school flyers and local ads	$3,250
Working capital: two months of running costs	$11,401
Total	**$51,030**

Typical range to start a martial arts school in the US: $23,774–$80,285. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and Google Business Profile: Your Zarla plan includes the website — the schedule, the programs, the prices, the instructors' story and a trial-class form — and walks you through your Google Business Profile. Having one built typically costs $1,000 to $2,000 from a freelancer.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a 2,500-square-foot martial arts school in the US. Startup is the lease, the mats and the build-out; the monthly lines are rent, insurance, software and the coach; and the member count against the rent decides what is left.

Typical monthly operating costs for a martial arts school: $2,417–$9,671 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent on about 2,500 square feet	$1,348–$5,344
Power, water, air conditioning and internet	$250–$600
Liability, abuse and molestation, and property insurance	$92–$267
Member management and billing software	$75–$125
A part-time coach, once the classes fill	$0–$1,500
Ads, flyers, camps and referral rewards	$300–$800
Mat cleaner, first-aid supplies, tape and belt-test certificates	$100–$250
Phone, the music subscription and small repairs	$100–$250
Card fees on the memberships (about $15,200 a month)	$152–$535

US ranges for a small operation; replace with your own figures as you learn them.

Risks and honest downsides

Every martial arts school plan should say out loud what can go wrong. For [Your business name], the real risks are:

- The rent starts the day the lease is signed and the hundredth member arrives a year later
- A kids' program lives on the school calendar — summer and December empty the mats — and parents cancel the month the soccer season starts
- One injury on the mat without a waiver, an incident log and the right policy is the end of the school
- A prepaid-membership contract in the wrong state is a health-club bond and a registration you did not know about
- The owner teaches every class in year one, and a sick week is a week of refunds
- A franchise academy opening across the road with a bigger marketing budget and a lower introductory price

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Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business registration, an EIN, a local business license and the occupancy sign-off — In the US most schools form an LLC with their state — $40 in Kentucky, $300 in Texas, and California charges an $800 yearly LLC tax on top of its filing fee — take a free EIN from the IRS, check whether the city or county requires a business license, and get the building's certificate of occupancy for an exercise use before signing the lease. Confirm the entity choice with your accountant.
- Your state's health-club membership law — In the US about half the states regulate any business that sells memberships for exercise instruction, and a martial arts school selling monthly memberships is one. Texas registers it as a health spa with the Secretary of State ($100 a year, original and renewal) and requires $20,000 to $50,000 of security — a surety bond or a deposit — unless the school applies for a certificate of exemption and sells no contract over 31 days, no installment note, no recurring debit authorization, no initiation fee and no prepayment over 31 days; a monthly membership billed to a card on file is a recurring debit, so a Texas school billing one posts the $20,000 bond. Florida registers health studios for $300 a location a year and requires a $25,000 bond only when fees are collected more than 30 days in advance through a third party. Check your state's attorney general or consumer office before you sell the first membership.
- Sales tax on memberships, classes and gear — In the US whether a membership is taxed depends on the state. Texas taxes gym memberships as amusement services, but a program where members can only attend scheduled, instructor-led classes has been ruled a nontaxable instruction service — a martial arts school's shape; Connecticut taxes health and athletic clubs but excludes businesses that provide instruction in martial arts. Uniforms, belts and gloves are taxable retail in every state with a sales tax. Register with your state's revenue department and confirm the details with your accountant.
- No instructor license, but the certificates parents and insurers expect — In the US no state licenses martial arts instructors — rank and lineage come from your art's organization — so CPR and first-aid certification, a background check on every adult who teaches kids, and a signed liability waiver for every member are what the insurer, the parents and the lease require.
- Insurance — In the US general liability with professional liability and abuse and molestation cover is the policy — Sadler quotes $375 a year with $1 million an occurrence for an individual instructor, and Gymdesk's 2026 guide puts a school's full set of policies at $1,100 to $3,200 a year up to 100 members. Add workers' compensation once you hire; it is required in most states.
- Music licensing — In the US recorded music in a class is a public performance: BMI and ASCAP license it per member, and BMI's fitness schedule carried a $328 minimum in 2019, adjusted for inflation each year. Royalty-free class music is the alternative.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Decide the programs — kids, adults, which arts — and write the schedule and the monthly prices
- Form the LLC, take the free EIN, open a business bank account, and ask your state about health-club registration and the bond
- Find the unit — 2,500 square feet, an open floor, restrooms, parking at 5 p.m. — and get the landlord's consent to an exercise use
- Get insurance quotes with abuse and molestation cover, and renew your CPR and first aid
- Order the mats and the wall pads, and price the bags and the loaner gear
- Set up the member software with month-to-month memberships and a card on file
- Write the waiver, the photo consent and the emergency-contact form
- Put the website live with the schedule, the prices and a free-trial-class form, and claim your Google Business Profile
- Book a table at every school fair and youth sports day in the suburb, and run a founding-member offer for the first fifty

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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month cash-flow projection showing the ramp from the first members to break-even
- Your rank certificates and instructor history, and the certificates of every coach
- The lease or letter of intent, with the landlord's consent to an exercise use
- Proof of liability insurance with abuse and molestation cover
- A founding-member list or pre-sales from your trial classes, and your credit report

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.