

Racquet Club Business Plan

Business Name:

Location:

Facility Type:

Executive Summary:

Briefly summarize the business in 1-2 paragraphs.

- What the club is & how it operates
- Who it serves
- How players access courts & programs
- Why the model works in this market

Tip: Write this section last. It should reflect decisions already documented elsewhere in the plan.

Operations Plan:

Document how the operating model is executed day to day.

- Describe how court access is managed
- Clarify how responsibility is assigned across core functions
- Identify the systems used to run daily operations.
- Summarize what the club offers and how services fit together.

Marketing, Demand & Growth Strategy:

Explain how participation is built and sustained at a pace the club can support.

- Describe how early interest is established before opening
- Identify how ongoing demand is supported once operating
- Explain how repeat participation is supported over time

Financial Projections:

Translate assumptions into numbers.

- Explain what drives projected revenue.
- Describe how costs scale as your clubs grows.
- Outline how cash flow behaves over time: ramp-up period, seasonal variations, risk buffers, etc.

Note: Assumptions should be explicit. Precision is less important than transparency.

Company Overview & Operating Model:

Describe how the club is designed to operate day to day.

- Facility type, # of courts, & business hours
- Player access model
- Booking priorities & access rules during peak demand
- Typical court usage patterns
- Any extended access options

Market Opportunity & Competitive Context:

Explain why this club is viable in your specific market.

- Current access or experience gaps
- Existing alternatives players rely on
- Friction players experience today
- How your club is positioned to address those gaps

Financial Plan:

Document how revenue, pricing, staffing, and costs fit together.

Revenue model & pricing

Explain how the club generates revenue and why pricing is structured as it is.

- Primary and secondary revenue sources
- Pricing assumptions

Operating costs

Outline the costs required to operate the club.

- Fixed monthly costs
- Activity-driven costs that scale with participation

Staffing & administrative coverage

Describe how staffing & administrative work are covered.

- Coverage needs by time of day
- Coaching, administrative, and management responsibilities

Funding

Summarize funding needs:

- Capital required
- Intended use of funds
- Expected runway



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