



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

Start-up costs

Business start-up costs

- Business premises (deposits, maintenance, rent)
- Machinery, equipment and resources
- Purchase of relevant licenses
- Business vehicle (purchase, insurance)
- Legal expenses
- Creating the brand image (logos, marketing materials)

Finance and investment

Types of funding and investment

- Short-term
- Long-term

Sources of finance and investment

- Small business grants
- Angel finance
- Crowdfunding
- Business loans
- Peer lending
- Venture capital
- Leasing

