



**RUN WALK**  
*FOR LIFE*



**FRANCHISE INFORMATION PACK**



## RUN/WALK FOR LIFE FRANCHISE

**Run/Walk For Life** is an exercise and nutrition based wellness programme. Run/Walk For Life focusses on the exercising, via running and walking, of the unfit, overweight and sedentary, while eatForLife, an Association of Dieticians of South Africa endorsed nutrition programme, assists member with their nutrition needs.

Run/Walk For Life offers franchise opportunities to entrepreneurs who have a passion for running and walking, as well as the wellness industry.

### The Run/Walk For Life franchise model offers:

- **Minimal investment**
- **Positive cashflow within a few months of trading**
- **Break even within a few months of trading**
- **Low fixed overheads**
- **Minimal staffing**
- **A business that can either be run on a full-time or part-time basis**

**Run/Walk For Life**, with a successful franchise history of 40 years, prides itself on forging close and supportive relationships with all of its franchisees. Our teams of area specialists are dedicated to ensure that your franchise will be a success. Ultimately, the success of our franchisees is the Groups success.

A handwritten signature in black ink, appearing to read "Matthew Grossett".

**Matthew Grossett**

*Group CEO*

*Run/Walk For Life International*





## HISTORY OF RUN/WALK FOR LIFE

**Run/Walk For Life** is a South African founded organisation, with its Head Office located in Johannesburg, South Africa. It was founded in 1983, and has been in continuous operation since.

Run/Walk For Life is an exercise-based programme, integrated with a nutrition programme, whose core business is the scientific exercising of sedentary, unfit and/or overweight persons. The programme is very structured and supervised, with a strong scientific and medical foundation.

Run/Walk For Life is a franchise-based business, with Clubs located throughout South Africa, Namibia, Zimbabwe and Spain.

Run/Walk For Life was born out of an attempt to meet the needs of sedentary people, as well as to promote wellbeing through exercise. Despite there being numerous athletics clubs and gyms catering for the needs of seasoned and already fit athletes, the exercise needs of unfit, newly fit, overweight and/or unhealthy people were not well catered for. Before one can join your local running club or enter the gym, one had to get fit and into shape!!!! Run/Walk For Life was set up to cater for this huge group of people – those who are currently a little out of shape, want to get fit and shed a few kilograms, but feel uncomfortable and/or intimidated by joining the local gym or running club. **Our core business focusses on the scientific exercising of all ages and fitness levels of member, in a NON-THREATENING and NON COMPETITIVE environment.**





## THE RUN/WALK FOR LIFE PROGRAMME

- The Run/Walk For Life programme is a 3 times a week programme.
- Sessions are usually held on alternate days
- Sessions last a maximum of 90 minutes.

Prior to joining, every member is medically screened by means of a medical screening questionnaire. Depending on the outcome of this questionnaire, exercise will be prescribed to members according to their fitness and current level of health.

Members are prescribed a heart rate (intensity) and duration at which to exercise – determined in accordance with scientifically and medically researched criteria. No member will be given too much or too little exercise. Similarly, no member will exercise at an intensity that is either too high or too low. Members exercise at a level that is commensurate with their current fitness, age and state of health, making the program safe for:

- **The very unfit**
- **Pregnant Ladies**
- **The overweight**
- **Those recovering from medical issues**



Membership fees are a fraction of those of the average gym or indoor exercise programme, making the programme accessible to a large percentage of the population.

**NO ONE IS TOO YOUNG, TOO OLD, TOO OVERWEIGHT OR TOO UNFIT FOR RUN/WALK FOR LIFE.**





## Some new members and their stats:

Jane - 208kgs and totally unfit

Nomsa - 147 kgs and recovering from a heart attack

Joe - 14 years old weighing 96kgs

Debbie - 81-year-old wanting to get fit and meet new people

Joan - has run a 10km race and now wants to train for her first half marathon.

## THE PROGRAMME CONSISTS OF TWO DISTINCT COMPONENTS:

### Phase 1

Targeted at new members, the very unfit or medically unwell members, the foundation phase of the programme consists of members being required to exercise on a flat field, where they will never be out of sight of their trained Coach.

### Phase 2

This phase of the programme is for the fitter and more conditioned members, capable of exercising for a minimum of 50 minutes on our field, at a given pace. On reaching this phase, members move off the field, and exercise on pre-marked road routes, in groups of similar ability, under the supervision of road leaders/monitors.

**The appeal of detailed, individual supervision is part of the unique offering of RUN/WALK FOR LIFE – PERSONAL ATTENTION and SUPERVISION is what we are about.**





## WHY A RUN/WALK FOR LIFE FRANCHISE

Part of a globally thriving and growing sector

Very low investment costs - A TOTAL INVESTMENT from as little as ZAR10 000 is required – of which only ZAR 3000 needs to be paid up-front (finance can be arranged if needed).

Low overheads and minimal financial exposure

Can be run full-time or part-time

## CONSUMER OFFERING

Consumers looking to **get fit, lose weight and improve overall health** in a non-competitive and supervised environment will benefit from Run/Walk For Life.

The programme caters for both runners and walkers, of all fitness levels and all ages. While the programme certainly does cater for elite athletes (Over 400 members participated in the most recent Comrades marathon, rated the world's toughest ultra-marathon), the prime focus of the programme is on entry level athletes and sedentary people. Our target market can typically be described as follows:

- Overweight people (many with a Body Mass Index of over 35);
- Sedentary and/or relatively unfit people;
- The “newly fit”
- People of ALL ages – 80% of our membership is between the ages of 25 to 75;
- Persons with chronic conditions and lifestyle conditions, such as high cholesterol, diabetes, etc
- Persons who need rehabilitation from cardiac incidents, surgery, any other illness;
- Pregnancy and post childbirth programmes.





Members will benefit from:

- Affordable memberships
- Detailed personal attention
- Outdoors exercise sessions
- Functional fitness
- Well trained and dedicated staff
- Progress and performance monitoring

## RUN/WALK FOR LIFE MONITORING AND FEEDBACK

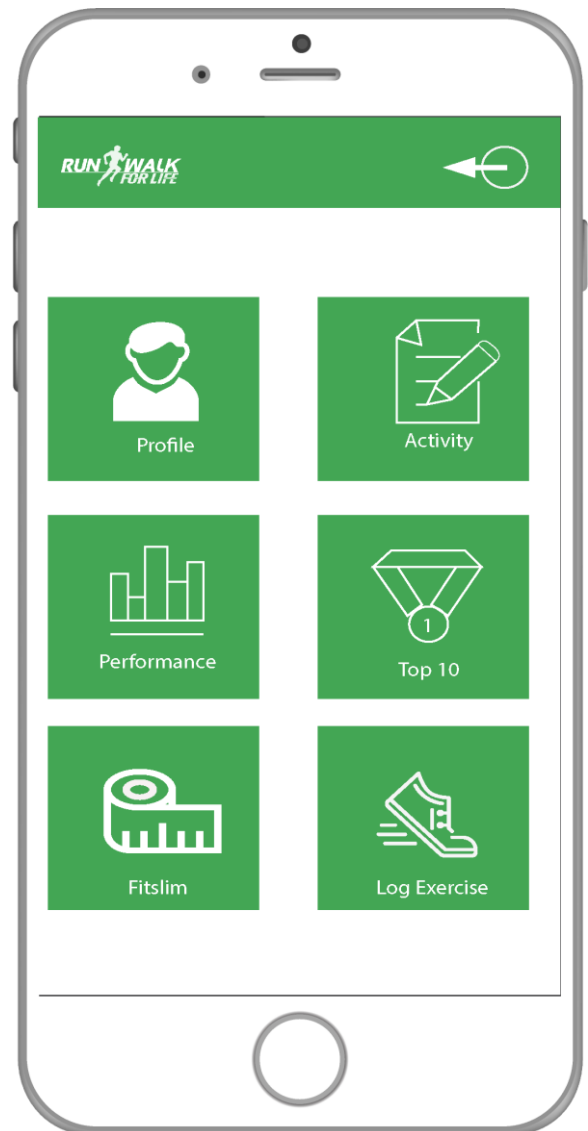
**The Run/Walk For Life programme is focused on scientific progression and results.**

At the core of the Run/Walk For Life programme are baseline assessments and ongoing repeats of these assessments to monitor, track and record member improvement. Members are provided with online, real time feedback on their progress by means of a Mobile App.

### Records

A vital component of the Run/Walk For Life programme is that of feedback to members. Detailed records of the following are captured and distributed to all concerned:

- a. Attendance – date of session attendance
- b. Distance run/walked
- c. Duration of activity
- d. Total Body Weight and Weight fluctuations





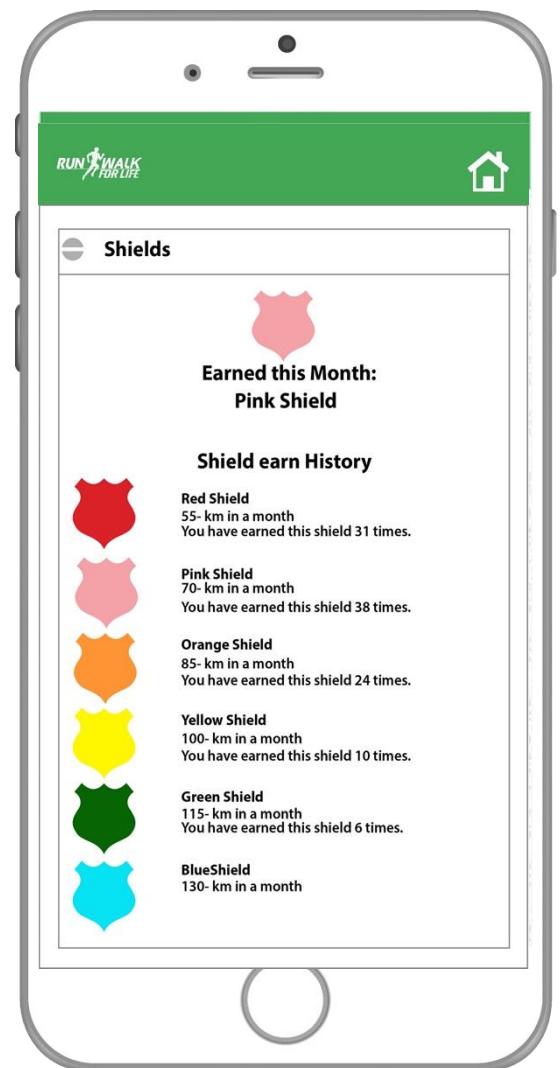
- e. BMI
- f. Blood pressure
- g. Kilojoule consumption during sessions.

## MEMBERSHIP FEES

Run/Walk For Life Members have a number of membership fee options available to them – these vary per region. Rates are set in accordance with the demographics of the area in which the club is located, as well as membership type (eg: student, pensioner)

Membership period	Monthly Cost
1 month	ZAR300 - ZAR330
6 month	ZAR250 - ZAR330
12 month	ZAR150 – ZAR330*

(\* Exact rate is dependent on membership type and location of Franchise)



## FRANCHISE OFFERING

At the core of the Run/Walk For Life franchise model are passionate and well-trained Coaches.

Key to our Coaches being able to deliver on this unique selling point, is that fanatical and detailed support is provided to them by the Franchisor.





## TRAINING

Full training is provided. This involves 12 weeks of digital training (podcasts, training videos and Teams face to face meetings) which can be done in the comfort of your home at a time which suits you. Practical sessions at existing clubs also form part of the training.

## FRANCHISE SET UP

Assistance is provided with the identification of locations, venue selection and negotiation.

## WEBSITE AND MARKETING

Through a variety of platforms, ranging from online mechanisms to national relationships, we generate leads which are passed through to Coaches; Coaches are trained and supported with their local marketing. Coaches receive ongoing support and assistance with the tools required to attract and retain new members.

## USE OF THE RUN/WALK FOR LIFE BRAND AND CORPORATE IDENTITY

Clubs leverage off the Run/walk For Life Brand and benefit from the overall footprint and growth of the Brand

## OPERATIONAL SUPPORT

Full operational support is given to Coaches from our trained area representatives – From marketing assistance to on the ground product support. We supply operational equipment and consumables via on-line ordering.



### **ONGOING OPERATIONAL SUPPORT**

As part of the monthly Royalties paid, a full back-end member management system (MMS) is provided. This software will assist Coaches with the information required to manage their members:

- Personal details
- Exercise history
- Payment details and membership types
- Vital exercise statistics of members
- Awards due to members





## BUSINESS MODEL

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- Revenue is generated through the sale of memberships
- Club growth is based on 10 new memberships per month, until the Club reaches maturity
- A mature Club has 100 or more members.
- A mature Club (a Club of over 100 members) should ideally operate along the underlying ratios:
  - (a) Ideally, 30 percent of turnover is consumed in the running of the Club in the form of Royalties, marketing fees, IT costs etc (this is fully inclusive of all costs associated with the Member monitoring software, central marketing costs etc);
  - (b) 10 percent of turnover will be consumed in the payment of direct operational expenses (rental, local franchise marketing etc)
  - (c) Between 50 percent and 60 percent of turnover accrues to the Coach as NET income (dependant on expense structure of the Club).
  - (d) The capacity of a Club is around the 300 member mark.

The above projections are for a single Club, consisting of 3 sessions **per week of** 1.5 hours each (equating to 4.5 hours face-to-face time per week).

It is possible that a Coach operates more than one Club e.g. a morning Club and an evening Club. Turnover would increase accordingly.

The turnover of a Club is determined by the average income per member, multiplied by the actual number of members in the Club. Membership fees vary depending on area, but on average, we aim to achieve a minimum average monthly Turnover per member of R250.

Accordingly, a Club of 120 members would aim to turn over R30 000 per month (R250 x 120 members). The above said, average income per member is affected by discounts and special rates, which will result in a decrease in overall turnover.



In addition to membership fees, Coaches can generate additional turnover through the running of various challenges during the year (weight loss challenges and fitness challenges for which members pay extra) as well as the hosting of races and other related events.

Number of members	100	200	300
Cost per member	R250	R250	R250
<b>Total monthly subscription revenue</b>	<b>R25 000</b>	<b>R50 000</b>	<b>R75 000</b>
Less:			
Royalties, IT and marketing fees (R80 per member)	R8 000	R16 000	R24 000
Other Operating costs.	R3 500	R6 000	R9 500
<b>Total Costs:</b>	<b>R11 500</b>	<b>R22 000</b>	<b>R33 500</b>
<b>Expected NET INCOME</b>	<b>R13 500</b>	<b>R 28 000</b>	<b>R41 500</b>



### **ARE YOU A RUN/WALK FOR LIFE COACH CANDIDATE**

If you possess the following, you may be ideally suited to join our dynamic team in your own Franchise:

- Have a passion for the fitness and wellness industry
- Have experience as a runner/walker and/or in the fitness industry
- Have a love for running and walking
- Have a desire to coach and develop people
- Be entrepreneurial in nature
- Be in the market for a full-time or part-time income opportunity
- Have good communication skills
- Be entrepreneurial and self driven





## PARTNERS

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Run/Walk For Life has a number of strategic partners with whom it operates.

Briefly, these are:



**The South African Society of Physiotherapists:** Being a programme that is medically underpinned and sound, Run/Walk For Life is endorsed by the SASP.



Run on clouds.

**On** footwear and apparel, are intimately involved with our business, both from a product supply and training and research perspective



### **Futurelife**

As a brand which is based on science and medical research, it makes sense that Run/Walk For Life would partner with a nutrition partner that has the same core values as it does. In FUTURELIFE®, Run/Walk For Life has a nutrition partner whose smart food products are scientifically formulated and tested. Run/Walk For Life members benefit from the ongoing collaboration with FUTURELIFE®'s multi-disciplinary team of science and nutritional experts.

### **Edgars Club**

Edgars Club members receive membership discounts at Run/Walk For Life.

### **UNIVERSITY OF THE WITWATERSRAND - EXERCISE IS MEDICINE**

Through our partnership with the Sports Science Department of the University of the Witwatersrand and Exercise is Medicine, Run/Walk For Life ensures that our programme is continuously updated and kept up to date with the latest developments in the world of exercise science and research.

### **INSTITUTE OF SPORT AND EXERCISE MEDICINE (ISEM)**

Through our partnership with the ISEM at the University of Stellenbosch, Run/Walk For Life ensures that our programme is continuously updated and kept up to date with the latest developments in the world of exercise science and research



### **DISCOVERY VITALITY**

Discovery members can join Run/Walk For Life at discounted rates.

In addition, Vitality members receive the following Vitality points for attending Run/Walk For Life sessions:

Less than 5km – 100 points per session; 5km or above – 300 points per session.

### **BONITAS MEDICAL AID**

As a preferred partner of Bonitas medical aid, Bonitas members can join Run/Walk For Life at discounts of up to 20% of the regular rate



## HOW TO GET STARTED

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Contact the Group CEO at [matthew@rwfl.co.za](mailto:matthew@rwfl.co.za) for further information.

## APPLICATION PROCESS

1. Go to [www.runwalkforlife.co.za](http://www.runwalkforlife.co.za) and fill out an application form – this is a no obligation application;
2. Upon receipt and preliminary approval of your application form, a consultant from Run/Walk For Life Head Office will make contact with you to set up a preliminary telephonic consultation.
3. On the successful completion of the preliminary telephonic interview, the application will be put before the Run/Walk For Life Franchisee selection committee;
4. On the successful passing of the application by the Run/Walk For Life Selection committee, the applicant will be invited to take up the franchise opportunity referred to;
5. Franchise contracts will be signed by the Franchisee and Franchisor
6. Training schedule will be agreed to;
7. Payment of training fee and franchise fee must be made before the commencement of training;

After the initial training course, Run /Walk For Life will assist with the location of and setting up of the franchise.



## RUN/WALK FOR LIFE

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Company Registered as:

Run/Walk For Life (SA) (Pty) Ltd

Company Registration number:

2004 029 36 107

Nature of Business:

Franchising of fitness and wellness business

National Contact number:

0861 00 55 66

National email address:

[info@rwfl.co.za](mailto:info@rwfl.co.za)

Website:

[www.runwalkforlife.co.za](http://www.runwalkforlife.co.za)

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Klevehill Park

Petervale

Johannesburg

Vat Number: 456 022 4141