

**Say "Yes" to a
strong brand
Franchising**

KIESER



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The concept

Kieser Training AG specialises in health-oriented strength training based on scientifically proven findings. The Swiss company is headquartered in Zurich, from where it has been expanding since 1981, mainly through franchising.



Today, more than 130 franchise and subsidiary studios in five countries bear its name: in Australia, Germany, Luxembourg, Austria, and Switzerland. Each of these studios exclusively offers this special form of strength training under standardised conditions. The aim is to keep the musculoskeletal system healthy and efficient at any age, thus creating the basis for an active life. Each client receives exactly the training programme they need to achieve their goals.

Product

A strong body is the prerequisite for an active life free of pain. The Kieser method is an effective, scientifically proven concept that does not follow fitness fads but has been guaranteeing maximum training success for decades.

Individual training programme defined by training goals

During an initial consultation, the client's training goals and physical condition are clarified. The client's individual training plan is then based on this information.

Thorough introduction and regular performance reviews

In four personally supervised training sessions, the client is thoroughly introduced to the training programme created for them. Every 20th training session is personally supervised. Regular strength measurements and analyses guarantee verifiable training success.

Medical reassurance

Membership includes a medical evaluation by a doctor or physiotherapist. The aim of this evaluation is to check whether the training programme is perfectly tailored to the client or whether it needs to be modified.

Safe high-intensity training

Training until local muscular exhaustion is a prerequisite for muscle building. Training resistances are usually increased by 5% as soon as an exercise can be performed for longer than 90–120 seconds. The machine-assisted training ensures guided movement through the entire range of motion, making it safe and efficient.

Extensive range of machines

We offer an extensive range of exercise machines for the entire musculoskeletal system. Our machines and exercises are developed on a scientific basis and adapted to the latest findings.



The concept

Training on the computer-assisted Lumbar Extension (LE) and Cervical Extension (CE) back machines serves to efficiently build up the back muscles in the lumbar and cervical vertebrae and is the core of the training programme at Kieser.

Training on the LE and CE can be used to treat significant or chronic musculoskeletal complaints. It specifically builds up back muscles that are too weak. The customer trains under the supervision of a specially trained instructor.

After a build-up phase of 12–18 sessions on the computer-assisted back machines, the client has usually reached their training goal and then moves on to a maintenance phase. The result can be maintained with one session a month.

The market

Kieser's main target groups are people with chronic back conditions and those over the age of 30. Kieser focuses on the musculoskeletal system, its structure and the maintenance of its functionality. The training is efficient and aimed at people willing to take personal responsibility for their health.

Kieser clients are health-conscious and active

The number of people suffering from back problems is increasing. The complaints start around the age of 30. The target group of 30–50 year-olds makes up the largest part of the population and continues to grow.

One in three women develops osteoporosis (loss of bone density) after menopause. Osteoporosis is meanwhile also recognised as a problem in men. It is conceivable that health-oriented strength training will also become important here.

The increase in technology in everyday life leads to a lack of stimulation of the human musculoskeletal sys-



tem. The musculature atrophies, leading to pain and tension.

The proportion of older people in the population is increasing. The desire to remain fit and active into old age is gaining ground, as is the willingness to counteract physical impairments and chronic pain. The health consciousness of the population is growing.

Leisure time is becoming more and more important. Targeted, concentrated strength training strengthens the body with a minimum investment of time and thus frees up time for other activities.

This reduces your risk

Entry fee (EUR 30,000 or CHF 50,000) for:

Provision of the system concept and know-how

We have developed the system concept over more than 50 years, and you can benefit from our accumulated experience and expertise.

Territory and brand protection

You have the exclusive right to use and profit from the Kieser brand in your territory for the duration of the franchise agreement.

Project management during the establishment of your Kieser Studio

Experienced project managers will guide and support you through the difficult initial phase of setting up your business and establishing your studio. You will be supported in the following areas or receive the following information and documents:

- provision of a project checklist, which includes empirical values from more than 100 studio openings
- investment planning and budgeting
- location evaluation with the help of professional location analyses

- provision of experienced architects to plan the renovation and accompany it until the opening, thus ensuring the specifications of the uniform brand identity
- central purchasing and furnishing of your studio
- support with personnel selection and recruitment

Provision of a training facility

In our own training and documentation centre, you and your employees will be trained before the opening and will receive the necessary qualifications to successfully run your business.

Provision of marketing activities, advertising materials and advertising campaigns

On our marketing platform you can access a variety of marketing tools, and we will be happy to support you with the opening advertising.

Franchise fee 5% of sales for:

Further development and updating of system standards

All experiences of the last few years which are important for the successful implementation of the concept are recorded in system standards and are continuously updated.

Exchange of experience and comparative figures

You benefit from the experience of more than 100 Kieser Studios, most of which have been operating in the market for many years. This improves your cost management and your sales:

- annual conference for franchisees
- participation in experience exchange meetings (ERFA) for operational managers
- studio meetings with the franchise manager
- access to the intranet and other internal information platforms
- monthly comparisons of sales
- evaluation of customer development and customer composition
- location analyses
- ongoing consulting

This reduces your risk

Implementation and further development of the marketing and sales concept

We ensure the consistent implementation and further development of the marketing concept. You benefit from a strong brand:

- creation and development of the corporate design guidelines
- further development of the website incl. SEO
- maintenance and further development of the national social media presence
- web-based information and print-on-demand platforms
- writing of books
- creation of a customer magazine
- media monitoring and creation of an up-to-date press review
- replying to customer inquiries

PR

PR measures are used to place the company and the Kieser brand in the public eye and to convey a clear Kieser brand image. We also provide various templates and materials for your own local public relations activities.

Community purchasing

We provide you with a supplier network. This ensures a uniform market presence and allows you to purchase at lower cost:

- machinery
- furnishings
- printed matter
- advertising materials
- IT
- employee clothing

Quality development

By means of inspections, the Quality Development department ensures that our services are improved and offered in a consistent manner.

Further development of range and product

Further product development ensures that our service is always in line with the latest scientific findings:

- new and further development of machines
- planning, execution and evaluation of studies
- further development of the product range
- further development of know-how

Provision and further development of an internal training system

Our training and further education concept provides you and your employees with efficient training so that you can work successfully. This internal training system is at your disposal, and the contents of the courses are continuously being further developed.

Research

Studios benefit from our own research department, which, among other things, provides training and sports science expertise, evaluates it with empirical methodological expertise and implements the results in the system.

Fee-based services:

Education and training

National promotion: up to 3.5% of sales

Each studio pays up to 3.5% of its sales into the "National Promotion" budget. The Marketing Advisory Board, which represents the interests of the franchisees, decides on the use of the budget.

Are you the ideal franchisee?

We are expanding at home and abroad and are seeking to attract people with an entrepreneurial spirit who want to take on responsibility in a successful franchise system.

You run your studio independently and commit to using standardised procedures. You will primarily work with the clients as part of your team.

You have completed vocational training or a degree. You have experience

- in personnel management
- in marketing/sales
- in cost management
- in sport or medicine
- in using modern means of communication

The job also requires a particular focus on service and a high level of social competence. Your dedication enables you to demonstrate your organisational talent and your ability to serve as a role model. You like to plan.

At our training centres in Cologne and Essen, you will undergo basic and management training during the project phase, in which we will prepare you for the specifics of managing a Kieser studio. Studio internships with our subsidiary studios ensure that your training has practical relevance. Regular training activities ensure that you are always up to speed.



Are you the ideal franchisee?

Do you have these qualities? Do you see yourself in this description? Are you ready to take an entrepreneurial risk, and do you have equity?

Then take the “Six Steps to Success”:

1. You gain an impression

The first thing to do is complete an introductory training session at a Kieser studio. You should then visit other studios to get a more in-depth impression.

2. You get in touch with us

Study our requirements profile and check whether you meet the requirements. Send us the completed online questionnaire (available at kieser-training.com/en/franchising) with your detailed CV.

3. We get to know one another

We then meet for an in-depth briefing and interview.

4. You become a franchise candidate

We will conduct specific negotiations and sign an agreement for your franchise region to protect your and our interests. This marks the start of planning your training studio (location evaluation, budgeting, financing plan, etc.).

5. You work in a Kieser studio

You complete the basic training before working for at least three months in a Kieser studio.

6. You become a franchisee

Once you have completed all aptitude tests, signed the lease, secured financing and successfully completed the management training, the franchise agreement is concluded.

There is no point in applying for a franchise with Kieser

- if you are merely looking for a capital investment;
- if you assume that you will join the successful Kieser brand without any entrepreneurial thinking and action being required on your part;
- if you do not have the majority of votes in your company;
- if you only want to run a Kieser Studio for 3–5 years before “sitting back”;
- if you find it hard dealing with people.



Contact

Do you have any questions?
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This brochure is valid for Germany,
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