

5 BUSINESS BASICS FOR MARTIAL ARTS START UPS

THE HOME OF
MARTIAL ARTS BUSINESS



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NEST

Starting a Martial Arts business can be an incredibly rewarding venture, both personally and professionally. However, it can also be a daunting and challenging process, with a number of important factors to consider. From choosing the right location, to building a strong brand and marketing strategy, there are a number of essential business basics that are critical to the success of your Martial Arts start-up.

In this guide, we'll explore some key tips and insights for starting and growing your Martial Arts club, along with industry stats and information about how NEST Management can help support you and your new venture every step of the way.



THE START-UP INDUSTRY IS HEADING IN A POSITIVE DIRECTION...

The UK has seen a surge in business start-ups, with a record number of new business registrations in 2022. The government's Kickstart Scheme has also created thousands of job opportunities for young people. Meanwhile, the number of UK adults and children participating in Martial Arts has been on the rise, highlighting the potential market demand for new clubs.

As the number of small businesses in the UK continues to increase, incorporating online tools and strategies into your business may be more important than ever before.

DID YOU KNOW?

The average age of a **UK business start-up founder** is

40



In 2022, the number of female-led business start-ups in the UK **increased by**

9.3%



48% of start-up founders start a business in the UK just to **be their own boss**

THE MARTIAL ARTS INDUSTRY IS LOOKING GOOD...

Martial Arts is a growing industry in the UK, with a significant increase in the number of adults and children participating in the sport over the past decade. As such, there is a potential market demand for new clubs in many UK areas.

Approximately,

237,000

people practice Martial Arts in the UK

67%

of Martial Arts students in the UK say that their **mental health** has improved since they started training

71%

of Martial Arts business owners in the UK say that their business is **profitable** within the first 3 months

In 2022, the Martial Arts industry in the UK contributed **£198 million** to the UK economy

According to a 2022 report, the global Martial Arts market size is expected to grow at a CAGR of **4.17%** from 2021 to 2028. This growth is due to the increasing popularity of Martial Arts as a form of fitness and self-defense.

A person wearing a white martial arts gi with a brown belt is standing on a blue mat. The image is overlaid with a semi-transparent blue filter. The text "Top 5 Business Basics Tips" is centered in white.

Top 5 Business Basics Tips



CHOOSE YOUR MARTIAL ARTS SPECIALISATION

First things first, you need to decide on the type of Martial Arts you want to specialise in. This can be a tough decision, as there are so many different styles out there.

Choosing the right Martial Arts style is crucial for your business's success. It's essential to find a style that aligns with your target audience's interests. For instance, if you're targeting children, you might want to consider a style like Karate or Taekwondo, which has a strong focus on discipline and respect.

However, it's also important to pick a style that you're passionate about and have experience in. Remember, your enthusiasm will be infectious to your students, so make sure you pick something you truly love.

73%

of Martial Arts business owners in the UK have had to **adjust their long term business model** due to the effects of 2020 - 2022 COVID-19 pandemic.



According to Statista, the **most popular** Martial Arts disciplines in the UK in 2022 were:

KICKBOXING	14.3%
JUDO	13.8%
KARATE	11.9%

TO ROUND UP:

- Research the Martial Arts styles that are popular in your region and consider specialising in one of them.
- Consider offering a variety of classes to appeal to different age groups and skill levels.
- Remember that your instructors should have appropriate certification and training in the style you specialise in.



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FIND A SUITABLE LOCATION

Next, you need to find a suitable location for your club. This can be a daunting task, but there are many things to consider when choosing the right space. Look for a location that's easily accessible, has plenty of parking, and is in a safe neighbourhood. You should also consider the size of the space, you want to make sure that the location is large enough to accommodate your students and has the necessary equipment, as well as any planning permission or building regulations that may apply.

Due to the COVID-19 pandemic, many Martial Arts businesses have had to continue to adapt to the changing landscape. This includes moving classes online or finding larger spaces to allow for social distancing. As a result, many businesses are now still offering hybrid classes, combining online and in-person training.

The **average cost of renting** a commercial property in the UK in 2022 increased by

5.3%

The **top three UK cities** for start-up growth are London, Bristol and Manchester



TO ROUND UP:

- Research the demographics of your target audience and choose a location that's convenient and accessible for them.
- Consider the cost of rent and utilities in different areas and how they will affect your budget.
- Look for a space that has enough room for training and storage of equipment.
- Consider the safety of the neighbourhood and the security of the building.



BUILD YOUR BRAND

Once you've found the right location, it's time to start building your brand. This is where your creativity and marketing skills will come into play. Think about what sets your club apart from others and use that to your advantage.

You want to create a recognisable logo, develop a website, and use social media to promote your business. The more exposure you can get, the better. Building a strong brand is essential for any Martial Arts club, you want to create a unique selling point that sets your business apart from the competition.

According to a 2022 report, social media is now the top marketing channel for small businesses. This means that having a strong social media presence can be a powerful tool for promoting your business.



Consistent branding across all channels can **increase revenue** by up to

23%



6😊%

of consumers feel more positive about a brand after reading **personalised content on their website**

TO ROUND UP:

- Develop a unique selling point that sets your business apart from other clubs.
- Use social media platforms like Instagram and Facebook to showcase your brand and connect with potential students.
- Develop a website that's easy to navigate and provides information about your classes, instructors, and pricing.
- Attend local events and community gatherings to promote your brand and meet potential students.

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PLAN YOUR FINANCES

Of course, you also need to think about the financial side of things. Starting any business requires an investment, so make sure you have a solid business plan in place.

This should include your start-up costs, projected revenue, and a timeline for when you expect to break even. Don't forget about ongoing expenses like rent, utilities, and equipment maintenance.

Despite the challenges posed by COVID-19 pandemic, the number of **new businesses launched** in the UK in 2022 rose by:

30%



The **average spending of a start up business** in the UK is up to around

£20,000



TO ROUND UP:

- Make sure you have calculated your start up cost and have enough money to kick start your business correctly.
- Using budget and planning tools figure out your projected revenue and budget your spending each year.
- Having a concrete plan in place for breaking even is crucial for the first year of your business.
- Research the cost of rent and utilities in different areas and how they will affect your budget long term.



FOCUS ON **YOUR STUDENTS**



Finally, don't forget about the most important aspect of any Martial Arts club: the students. Your students are the heart and soul of your business, so make sure you prioritise their needs. It's essential to create a welcoming and supportive environment, hire qualified instructors, and offer a variety of classes to keep things interesting.

The Martial Arts Industry Association reports that the **average retention rate** for Martial Arts schools is around:

70%



According to Our Sporting Life, there are over

3,000 SEARCHES

every month
looking for **Karate
classes** in the UK

TO ROUND UP:

- Create a welcoming and supportive environment for your students.
- Hire qualified instructors who are passionate about teaching Martial Arts.
- Offer a variety of classes to keep your students engaged and motivated.
- Provide opportunities for your students to compete in tournaments or attend seminars to expand their skills.

A photograph of children in martial arts uniforms, likely Taekwondo, in a dojo. The image is dimmed with a blue overlay. In the foreground, a young girl in a red top and black pants with a blue belt is in a ready stance. Behind her, another girl in a white uniform with a red belt is also in a ready stance. In the background, an adult in a black uniform is visible, possibly an instructor. The text "How NEST can help get your club off the ground?" is overlaid in white, bold, sans-serif font.

**How NEST can
help get your
club off the
ground?**

FINANCIAL SUPPORT AND MANAGEMENT

Here at NEST we can help you plan your finances, create a budget, develop financial projections, and help you manage accounting and tax-related issues. This can help owners make informed decisions, minimise financial risks, and ensure compliance with financial regulations. By using our financial management services, you can focus on growing your business and achieving your goals.

Plus, our Direct Debit and fee collection removes the time and hassle involved in collecting fees by cash and other methods. We remove the headaches associated with finance and compliance. This means you have more time to focus on teaching and growing your business as well as benefiting from a steadier cashflow.



BUSINESS AND MARKETING CONSULTANCY

NEST offer a range of business planning services, including market research, business strategy development, and financial forecasting. For a start-up Martial Arts school, these services can help to ensure that your business has a clear vision and a realistic budget.

We can also help you create a solid business plan that considers the specific needs and requirements of the current Martial Arts industry. Plus identify a target market, assess competition, and develop marketing strategies to attract new students and create a budget and financial projections that will ensure your business's financial stability and growth.

Plus with our marketing expertise we can help Martial Arts owners to build their brand by providing marketing support and consultancy services, to develop a strong brand identity, create a professional website, and help you manage your social media platforms.



CUSTOM BUILT WEBSITE AND CRM SYSTEM

Having a strong online presence is essential in today's digital age. We can create a professional and engaging website that showcases your school, instructors, and classes which will set your brand apart from the competition. Plus with support to edit and amend to keep your SEO strong. With endless templates for social media posts, posters, leaflets, guides and marketing toolkits to help too.

Our CRM system is the complete club management solution for Martial Arts schools which is easy to use and built with flexibility and efficiency at its heart. Stay in touch with your students and provide them with regular updates, news and offers through our free downloadable student app.

Our attendance system is a simple and easy way to track your student's attendance through an easy to use and simple set up system that will reduce time, so you and your instructors can focus on lessons, lesson planning and student interaction. Our market leading platform combines everything you need in one tried and tested solution that is packed with the essential tools you need to manage your business and keep in touch with your students and prospects.





Starting a Martial Arts business is an exciting yet challenging endeavour, but with the right tools and strategies, you can set yourself up for success. By focusing on the essential business basics, you can establish a strong foundation for your Martial Arts start-up.

Additionally, outsourcing administrative tasks to a company like NEST Management can help save you time and improve efficiency, while staying up to date on industry trends and regulations which can help ensure long-term success. Remember, the most important factor in the success of your business is providing high-quality instruction and building a strong community of students.

By prioritising these fundamentals, you can create a thriving club that makes a positive impact on your students and your community while also being incredibly rewarding for yourself.



Your takeaway checklist:



Choose your Martial Arts specialisation based on your interests, experience, and market demand



Find a suitable location with sufficient space and facilities to accommodate your students



Build your brand by creating a strong and memorable visual identity, developing a marketing strategy, and creating engaging content



Plan your finances by determining your start-up costs, seeking out funding options, and setting a budget for ongoing expenses



Focus on your students by providing quality instruction, building a strong community, and establishing effective retention strategies



Consider outsourcing administrative tasks to a company like NEST Management to save time and improve efficiency



Stay up-to-date on industry trends, regulations, and best practices to ensure your business remains competitive and successful



Monitor your financial performance regularly to identify areas for improvement and adjust your strategies accordingly



Maintain a healthy work-life balance and prioritise your own well-being to avoid burnout and promote long-term success



Seek out opportunities for ongoing education and professional development, such as attending industry conferences and workshops, to stay up-to-date on the latest trends and techniques in your discipline and business management



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