



Pricing Options

Initial USA Boxing Membership fee:

- 18 and under: \$25 annual fee
- Over 18: \$35 annual fee

Gym Membership fees:

- Month to month, no contract: \$50-\$150
- 3-month contract: \$45-\$135 (10% discount based off of month to month)
- 6-month contract: \$40-\$120 (20% discount based off of month to month)
- Year contract: \$35 - \$115 (25% discount based off of month to month)
- Class packages
 - 4 class package: \$35 - \$75 (10% discount based off of drop in fees)
 - 8 class package: \$65 - \$135 (about 15% discount based off of drop in fees)
- Drop in/one class/day fee: \$10 - 20 (promotional: first class free)
- Youth prices: \$25 - \$75 (about 50% discount based off of month to month)
- Family prices: additional \$10 per family member based on membership package

Private/semi-private lessons:

- 30 minute: \$25 - \$45
- 60 minute: \$50 - \$80

Factors that affect pricing:

External:

Population in area:

The size of a region can be a factor in how many potential customers are available and the demand for fitness boxing. If a city is more densely populated, the demand for fitness will be higher.

Income in area

In a more densely populated area, businesses start to rise. When an area is populated with businesses, the average income increases and boosts the economy. When an area has a high average income, there is an opportunity for individuals to have more disposable income. Disposable income is the amount of income people have left over after they pay for their necessities. The demand for fitness will increase and they will likely be able to pay more for it.

Competition in area

If the average income and population are high, competition might already exist or arise. Take into account the pricing of your competitors and adjust your prices accordingly to gain the most customers.

Internal:

Cleanliness of gym

The cleanliness of a facility speaks to how you and others view your gym. It is a reflection of the quality and value of the gym.

Equipment and facility

Having the equipment necessary for training can largely impact the prices you charge. If you do not have enough equipment for a whole class, then class sizes will be small and prices should be lower.

Training and number of staff

The number and quality of staff can directly affect the results of a workout. Finding enough trained employees to teach the highly skilled workout classes can be key in determining the prices you charge.

Classes offered per week

The more options and times offered to take a class, the more opportunity to get your money's worth out of a gym membership. This should be a factor in determining price



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