



CaseStudy

Franchise; Figure8 Harbour Road, Skerries
Franchise owners; Catherine and Stephen McKenna

Both Catherine and Stephen are qualified fitness instructors and Catherine was manager of one of the most successful Curves franchises in Ireland. Catherine wanted to run a business of her own and saw franchising as a way of 'getting there faster'.

'I have always wanted to own my own gym, and I could see no reason why I could not run my own business as well if not better' and she added, 'we looked at the others in the market, and with the tt circuit, Figure Maker and the track record of profitability figure8 was the one for us. The support seemed to be there and that had not been my experience in the past'



On the floor at figure8 Skerries

Figure8 Skerries has been open since May 2007 and is generating cash and operating profitably. 'It is hard to believe that it is actually my own business, but it gives me a great buzz. We give our members so much more attention than other gyms and thrive on it. It gives us lots of referrals, and feels great that such positive things are being said about us'



Catherine McKenna (left) with Ciaragh on the balcony at figure8 Skerries

Figure8 Skerries have benefited from the step-by-step process provided by figure8 to get the gym open for business, and the structured systems provided to administer the business on a daily basis. All staff have been fully trained in the use of the tt circuit and the delivery of the Figure Maker weight management program. This gives Catherine time to focus on her customers. 'We have been doing extremely well and the support from figure8 has been great. More importantly, the members have been doing well and achieving tremendous results'.

When asked if they would recommend figure8 to a friend; 'Absolutely, the package is very good and we got 'exactly what it said on the tin'. If you want to own your own business it definitely is a great choice. We are already considering opening another'.

Contacts

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