



**THE Little  
Gym**<sup>®</sup>  
Serious Fun.



Explore The Little Gym, a Physical Development Facility Just for Kids

**FRANCHISE OPPORTUNITY**

**SOUTH AFRICA**

# CHANNELING THE UNLIMITED ENERGY AND PASSION OF KIDS

For over four decades, The Little Gym has been a standout performer in the world of children's franchises. As a business opportunity, this concept offers the children of your community, ages 4 months through 12 years, a non-competitive fitness center where they can explore the limits of mental and physical development in a safe, fun, and supportive environment. The brand was created in 1976, began franchising the concept in 1992, and - thanks to the brand's value propositions, now features over 400 locations around the world.

## WHAT MAKES THE LITTLE GYM DIFFERENT?

The multitude of classroom offerings help kids build confidence and teach fine motor skills, as they prepare them for different stages of their lives. Regardless of the specific class type at The Little Gym, parents can be assured their children will experience emotional, intellectual, and social growth in three holistic dimensions:

- ★ **Get Moving** - Physical activity is at the core of The Little Gym's programs, developing flexibility, strength, balance, and coordination while improving agility, rhythm, and overall fitness.
- ★ **Brain Boost** - Through cognitive programs, children foster listening skills, sustained concentration, creative expression, and problem-solving. Skills designed to help prepare kids for school and reinforce early childhood lessons.
- ★ **Citizen Kid** - With physical activity as the framework, children learn life skills like sharing, working in a group, cooperation, and leadership - valuable tools that help them grow into well-adjusted, well-rounded children.



**THE WORLD'S PREMIER  
FITNESS FRANCHISE  
FOR CHILDREN**



# WHAT WE OFFER

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We offer franchisees a chance to make a difference in the lives of kids, families, and their own community - where you're sure to discover a most fulfilling experience. In opening a franchise with The Little Gym, owners are given the opportunity to share in the amazing journey of child development.

## WHAT KIDS LOVE ABOUT THE LITTLE GYM

For today's kids, it's more important than ever to be active, to explore, to imagine, to play, and to enjoy just being a kid - that's what children love most about The Little Gym. The classes are diverse, interesting, and engaging - providing them with endless hours of fitness and fun in a safe, supportive environment. A membership at The Little Gym is a license to have unbridled fun and excitement.

## WHAT PARENTS LOVE ABOUT THE LITTLE GYM

Parents love the potential and long-lasting possibilities that The Little Gym provides for their children. Today's health-conscious parents only want what's best for their kids - be it nutrition, entertainment, or just plain old-fashioned physical activity. And that's exactly what they'll get, each time their children rush through the doors of The Little Gym. With the wide variety of class options available, parents can rest assured that their children are receiving the recommended levels of stimulation and exercise. At a bare minimum, it's a welcome break from the hours of "screen time" kids demand at home. And, while kids are making friends on the big red mat, so are their parents.



# THE LITTLE GYM VALUE PROPOSITIONS

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For franchise owners to be successful, the business model must have clear value propositions and operate in an in-demand market. With The Little Gym, you'll get both. The programs were constructed through years of experience and have been narrowed down to three main categories. For parents of children, ages 4 months to 12 years, the classes provided by The Little Gym appeal to three distinct and well-defined personas - ensuring the brand's value propositions reach the full target audience:



**Parent/Child** - Suitable for children between four months and three years old, these classes promote early development and lay the foundation for a child's critical first few years.



**Pre-K/Kindergarten Gymnastics** - The preschool gymnastics program helps children ages three to six channel their boundless energy and reach developmental milestones in a fun, structured environment.



**Grade School Gymnastics**- Kids tackle new challenges at their own skill level in a fun, supportive environment in this grade school gymnastics program.

As a franchise owner with The Little Gym, you can share in the wonder and excitement of multiple physical fitness programs, challenging the children of your own community to master new abilities while laying the groundwork for a lifetime of healthy habits.



# AN IN-DEMAND MARKETPLACE

The children's fitness and enrichment market in South Africa is experiencing steady growth, driven by a rising awareness of the importance of physical activity and holistic development for children. Here are some key points about this market:

- ★ **Market Growth:** The sector is on an upward trend, with more parents recognizing the benefits of fitness and enrichment programs for their children's physical and mental well-being.
- ★ **Demographics:** South Africa has a significant child population, with approximately 10 million under the age of 12. This large demographic base offers a substantial market for children's fitness and enrichment services.
- ★ **Health and Wellness Focus:** There is an increasing emphasis on health and wellness among South African families. Programs that integrate physical fitness with educational enrichment are becoming more popular.



# INVEST IN YOUR FUTURE

The initial investment varies based on factors like the start-up costs, build-out, rent deposit, pre-opening team, and working capital. Here is an overview of the financial requirements and ongoing fees:

Franchise Fee:	ZAR 600,000
Estimated Start-Up Costs:	ZAR 1,250,000 - ZAR 1,400,000
Liquid Capital Required:	ZAR 700,000 - ZAR 1,700,000
Royalty fee:	8%
Marketing fund:	2%
Terms of Agreement:	10 years

## FUNDING YOUR BUSINESS

The Little Gym does not offer direct financing to franchisees. However, we have connections with reputable financial institutions that can help you find the most suitable funding options. Please note that you will need to have at least ZAR 1,500,000 in cash available.



# SUPPORT FOR EVERY STEP

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The Little Gym makes sure its franchise owners have everything they need to be successful. It's a turnkey commitment, from pre-opening and training to business launch and ongoing support. Here are the specifics:

- ★ **Pre-opening Business Team** - Assisting with all the pre-opening steps, including site selection, build-out, marketing and training support.
- ★ **Business Consultant** - Your Business Consultant will make sure you get on the fast track to growth, that your goals line up with your current operational, marketing, and training plans through individual calls. Ongoing, we'll conduct site visits and training support.
- ★ **Information Technology** - We constantly improve the usability of tools currently available and create new tools to help your gym run more efficiently. Our program provides the ability to track all day-to-day operations such as registrations, payments, and attendance. This tool can also output reports that will help you manage and grow your business.
- ★ **Human Resources** - Hiring is part intuition, part science. The Little Gym simplifies this with expert resources, including job descriptions, interviewing tips, and techniques for obtaining references to help you build the best team. We are also here to help you train your new amazing team.

The Little Gym also has a dedicated Curriculum and Training Team, helping franchise owners maximize the brand's value propositions. From real-life gym sessions to hands-on regional training, franchisees will always have assistance with business operations, including:

- ★ **Pre-Opening Training** - Prior to opening, trainers help franchisees and staff prepare for a smooth grand opening.
- ★ **Employee Training** - The Little Gym also includes an online training system, capable of taking a team member from Beginning Instructor to Master Level Instructor.
- ★ **Ongoing Training** - The brand continues to assist through regional and local training sessions - offering franchisees fresh ideas and methods for operating their facilities.

# WHAT YOU NEED TO BE SUCCESSFULL?

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Making a difference in the lives of kids, families, and the community is nothing short of a fulfilling adventure when you are a The Little Gym Owner.

Opportunities for new franchise locations are available in prime territories, as The Little Gym sets its sights on further growth. The brand's thriving franchisee family includes owners from all walks of life, from current business owners and teachers to marketing and sales executives.

Ownership of The Little Gym requires no previous physical education or childcare background to operate.

What The Little Gym seeks more than anything are entrepreneurs who are passionate about kids and possess meaningful qualities, including:

- ★ A huge love for kids and love hanging out with parents
- ★ A business-oriented mindset
- ★ A team-work mindset
- ★ Having a client-oriented mindset
- ★ Being a people person
- ★ Systems and processes-oriented individuals

**So please do not worry if you have never been in the Early Childhood Industry before.** Many of our very successful owners come from very different backgrounds: some were stay-at-home parents (one of the hardest jobs on the planet by the way!), others come from the Finance sector, Military background, Sales Industry, etc That's another great thing about choosing a Franchise: We are here to train you for you to succeed in your new future business!

# TIMEFRAME TO OPEN A FRANCHISE

## 8-STEPS DISCOVERY PROCESS (6-8 WEEKS):

- ★ **Introduction Call:** Participate in a 30-minute call to get to know each other and ask any initial questions.
- ★ **Brand Review:** Join a 1-hour video call to learn about the brand, curriculum, programs, required investment and potential turnover.
- ★ **Request for Consideration:** Complete and submit your request for consideration.
- ★ **Funding and Territory Meeting:** Attend a meeting to discuss funding and your preferred territory for The Little Gym.
- ★ **Franchise Disclosure Document Review:** Review the Franchise Disclosure Document and ask any questions you may have.
- ★ **Discovery Day:** Attend a Discovery Day at The Little Gym to see the gym in action, meet the team, and decide if this is your future adventure.
- ★ **Final Franchisee Review and Financial Validation:** Undergo the final review and financial validation process.
- ★ **Sign the Franchise Agreement:** Sign the Franchise Agreement to officially become a franchisee.

## OPENING PROCESS (5-12 MONTHS):

- ★ After signing the Franchise Agreement and making the first payment, start searching for the best location.
- ★ Once the location is secured, design your gym and order equipment (4 to 5 months for manufacturing and delivery).
- ★ Begin training, build-out, recruitment, and team training to prepare for your Grand Opening Day.



The background of the entire advertisement is a photograph of a children's gym. In the foreground, several children are seen from behind, walking on a wooden floor. In the background, there are blue and orange padded structures, large windows, and a green wall with a circular logo that says 'JOY'.

**THE Little  
Gym®**  
Serious Fun.

**Is this the kind of business you'd love to own?**  
*Get in touch to start your process now!*

**CONTACT US**

[franchise.thelittlegym.co.za](http://franchise.thelittlegym.co.za)

**Let's talk about your future!**

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