



[www.SportsNutritionAuthority.Net](http://www.SportsNutritionAuthority.Net)



[www.NextLevelsN.com](http://www.NextLevelsN.com)

# Franchise Information

Contact: Vicktoria Healy

[vicktoria@sportsnutritionauthority.net](mailto:vicktoria@sportsnutritionauthority.net)



Amy and Sean Davis  
Founders

Amy and Sean Davis are the founders of Next Level Sports Nutrition and Sport Nutrition Authority. We are a local, family owned business. Next Level Sports Nutrition was established in 2015 and opened our doors on April 16, 2016.

We built the foundation of the business around being dedicated to and having an intense drive to provide nutrition and health knowledge, while giving each customer the best customer service (and products) possible. Our goal is to build strong, quality relationships and earn lifetime customers.

Sport Nutrition Authority seeks to be the leader in the sports nutrition industry, providing an expansive line of nutrition and dietary supplements; helping customers achieve healthy, fit lives.

Amy spent her prior career in the corporate world working in operations

Sean's prior life was in corporate sales working with both business to consumer and business to business.

# WHY THE NAME DIFFERENCE?



- Next Level started with intent to stay local and small
- Next Level brand gained popularity very quickly in market
- Store #1 (April 2016) Store #2 (April 2017) Store #3 (December 2017) Store #4 (anticipated December 2018)
- Franchising became an option for growth outside of area
- Next Level name within nutrition/supplementation/manufacturing is trademarked
- Great tie in name of Sports Nutrition Authority (Sports Authority was sporting goods store bought out by Dicks Sporting Goods)
- Sports Nutrition Authority logo/brand has same look and feel of Next Level Sports Nutrition

# Industry Info

The industry and products are undergoing mass adoption by lifestyle and recreational users. The number of recreational and lifestyle users has consistently increased in the past few years. North America accounts for over 40% of the global sports nutrition market share.



Current  
storefront look

According to new research from Transparency Market Research (TMR), Albany, NY, the global sports nutrition products market is projected to grow from \$30 billion in 2013 to \$52.5 billion in 2020 + 57 % increase. The report, "Sports Nutrition Products Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2014 – 2020," predicts healthy growth for the space, with a CAGR of 8% from 2014 to 2020.

\*CAGR = compound annual growth rate (from an initial timeframe over time with profits reinvested at end of each year)



**SPORTS NUTRITION AUTHORITY**  
SUPPLEMENTS & MORE

# From the Experts



**SPORTS NUTRITION AUTHORITY**  
SUPPLEMENTS & MORE

## Growth Potential

The health and fitness franchise industry has benefitted from increased interest in healthier lifestyles. This is apparent in the results of Entrepreneur magazine's 2017 Franchise 500, a list of the strongest and most financially sound franchises across all industries. Of the 500 franchises identified, 26 were fitness-based businesses. While some of the leading multi-use gyms were included, the list also reflected the growing success of smaller specialized studios and programs with franchise-unique offerings.

In the current market scenario, North America occupies the largest share of approximately 47%, owing to high obesity ratio and health awareness among people.

# WHY SPORTS NUTRITION AUTHORITY?

Niche Market

Grass Roots Start Up

Protected Territory

Protected Products

Exclusive Brands

Support Direct from Founders

Low Cost Investment

Competitor Proof versus Internet

Unit and Regional Development Opportunities

Proven 3 Year Growth and Success from Corporate Stores



# WHAT WE DO?

**From the Brand:** We develop partnerships with the leading national/worldwide manufacturers that offer best in class /innovative brands and products. Work within community and work with local gyms/events to grow exposure of brand and products. We are here to help you every step of the way. We want to see you be successful. We have developed strong relationships to ensure that SNA is set up for success. We have learned the do's and don'ts to help franchisees get past the learning curves to ramp up business quickly and start earning money.

**In the Store:** Its all about the Customer Experience. We do not lead with brands or products. Provide one-on-one consulting to each customer centering the conversation around nutrition/fitness goals and needs. Education is driver of success with customers.



# Reputation

Founded in 2015, we have already worked with the best names in the business to bring you the best possible product. We also align ourselves with the best possible affiliates. Our reputation is one of our top priorities. Without a good name, you can't do good business! SNA will teach you how to separate from competition in your market(s).



# Customer Service

We will help you learn about your lifeline - your customers. Success starts with building relationships with customers. SNA will teach you the "customer experience" model. This is key to the success of the brand.



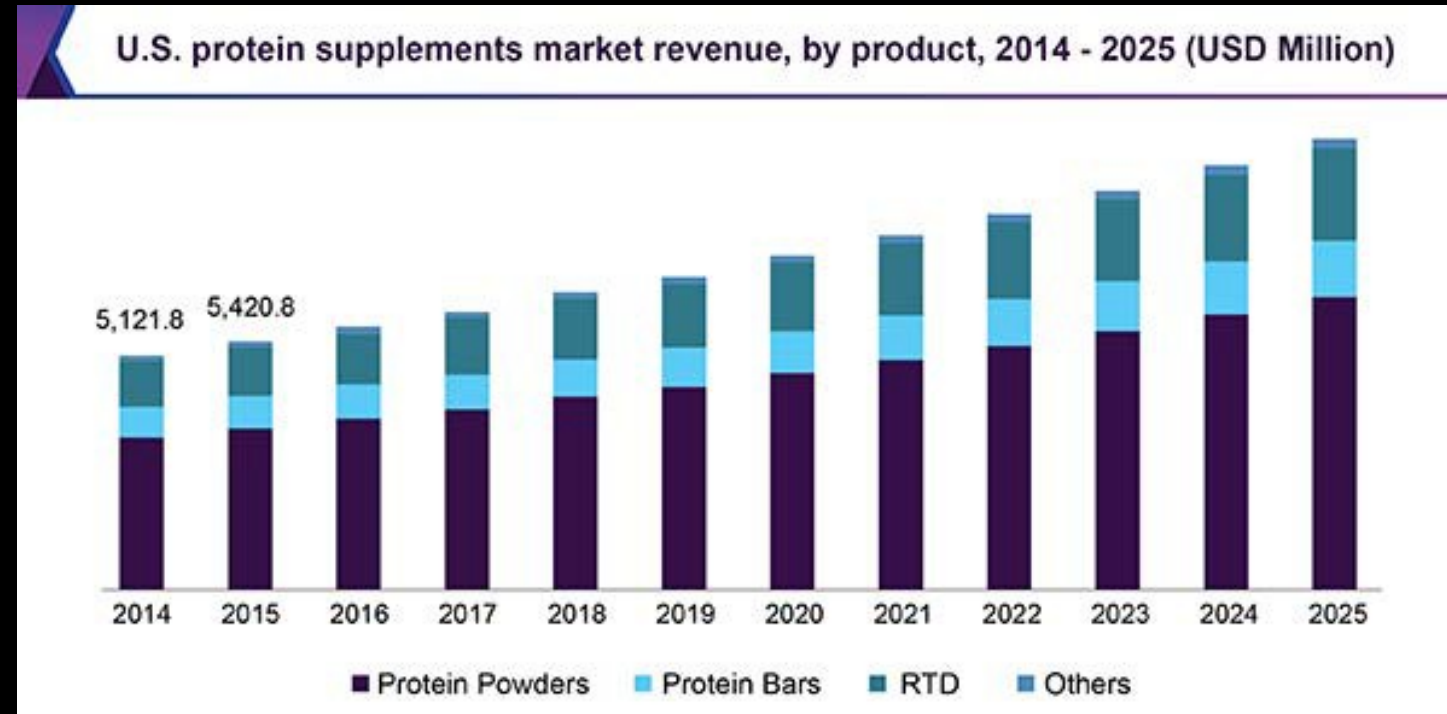
# Our Brands

Our stores carry a very large variety of sports nutrition products. We carry only the best available in the market, many of which are territory protected. This offers you an edge on your competition. Each member of our team are experts that have either used or researched the products on our shelves. We have real world knowledge of the results of the products ! We have solid vendor alignments that help build our reputation in the community of only carrying the best in the industry. The best at a great price with our strong vendor and supply chain strategies.



## Tools for Success – Sports Nutrition Authority

- The system
- Initial / On-Going Training
- Exclusive Supplier Agreements
- Brand & Name
- Exclusive Market
- Continued Support and Training
- Multiple Revenue Streams



RTD= Ready to Drink

# CANDIDATE PROFILE

- ✓ Passion for health and fitness
- ✓ Individual owner or multi-unit investor
- ✓ Experience in health/fitness industry is a plus
- ✓ Entrepreneurial attitude
  - ✓ Manager experience
  - ✓ Leadership skills
  - ✓ Dedicated to maximizing the most of their investment



# FRANCHISE AT A GLANCE

**Franchise Fee:** Our Initial franchise fee is \$34,500 for your first location.

**Initial Investment:** The total investment necessary to begin operation ranges from \$100,950 - \$187,075. ( This includes initial inventory, Franchise Fee, Leasehold Improvements, Deposits, Furniture/Fixtures, Grand Opening Expenses, Computer Equipment, Training Expenses, and 3 months of expenses cushion). Please refer to Item 7 of FDD for details.)

**Royalties:** 6% of Gross Revenue

**National Advertising:** 1% if your monthly gross revenue will be contributed to a National Advertising Fund.

**Local Advertising:** 3% of monthly gross revenue should be expended to promote your Franchised Business locally.

## FRANCHISE AT A GLANCE CONTINUED :

### Sports Nutrition Authority Multi Unit /Area Developer

❑ \$25,000 for each additional Franchise unit.

We are proud to offer Current or Honorably US Military Veterans a 10% discount on Franchise Fees Single or Regional Development.

# FREQUENTLY ASKED QUESTIONS

**Do I receive a protected territory?**

Yes

**What square footage do I need?**

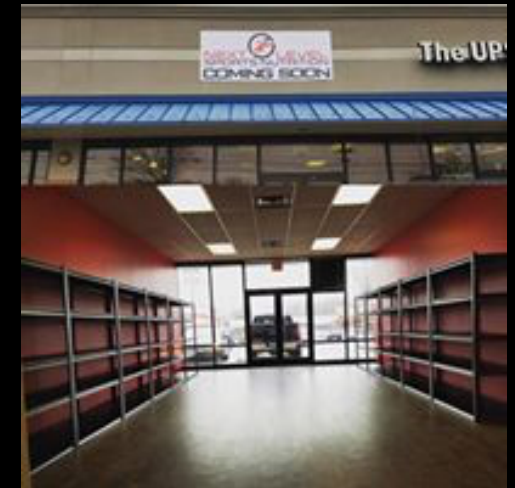
900-1500 Square Feet

**Do I need experience?**

No- we train on every aspect of the sports nutrition industry.

**Can I open more than one Sports Nutrition Authority locations?**

Yes, Regional Territories available all over USA.



# Area of Expansion

We are currently available to expand in all non-registration states and Indiana.





# Interested in a Location of your Own ?

Contact Vicktoria Healey | 404-247-9328 call/text

[vicktoria@SportsNutritionAuthority.net](mailto:vicktoria@SportsNutritionAuthority.net)

THANK YOU FOR THE  
OPPORTUNITY

QUESTIONS