



# FitIntel

STRATEGIC & FINANCIAL ADVISORY  
FOR THE FITNESS INDUSTRY

Institutional-grade discipline for the fitness sector

# Execution is the Difference Between Vision and Viability.

Most fitness businesses fail not because of passion or effort, but because of flawed operational decisions, financial planning, and execution failures.

## Proven FitIntel Effects

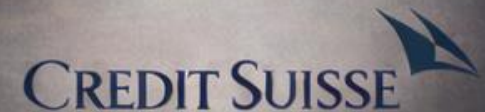
- ✓ Validate site selection with data-backed analysis
- ✓ Develop structured, lender-grade financial projections
- ✓ De-risk the path to operator independence
- ✓ Safely incubate validated unit economics



# Expert-Led Advisory

FitIntel is led by Assad Malic, bringing more than 20 years of experience in investment banking, financial institutions, and FTSE Corporates, with a **£1.5bn+** transaction track record across strategy, valuation, and M&A execution.

- ✔ Every engagement is led personally by Assad
- ✔ Insights derived from investor and operator perspectives
- ✔ Expectations benchmarked to what lenders and investors actually require





## Strategy & Site Selection

Is this the right location, at the right price?

- ✓ Catchment & competition analysis
- ✓ Expansion or relocation feasibility
- ✓ Operator performance data and benchmarking

**Investment: From £2,500**



# Financial Modelling & Lender Packs

Most lenders reject deals not because the concept is weak — but because the numbers aren't built to withstand scrutiny

- ✓ Revenue, cost, cash flow and debt modelling
- ✓ Scenario and sensitivity analysis
- ✓ Bank-ready lender packs and business plans

Investment: From £4,500



# Franchise & Growth Advisory

Is your model ready to scale – and what will these things actually cost?

- ✓ Multi-site expansions
- ✓ Franchise valuation
- ✓ Operational rationalisation

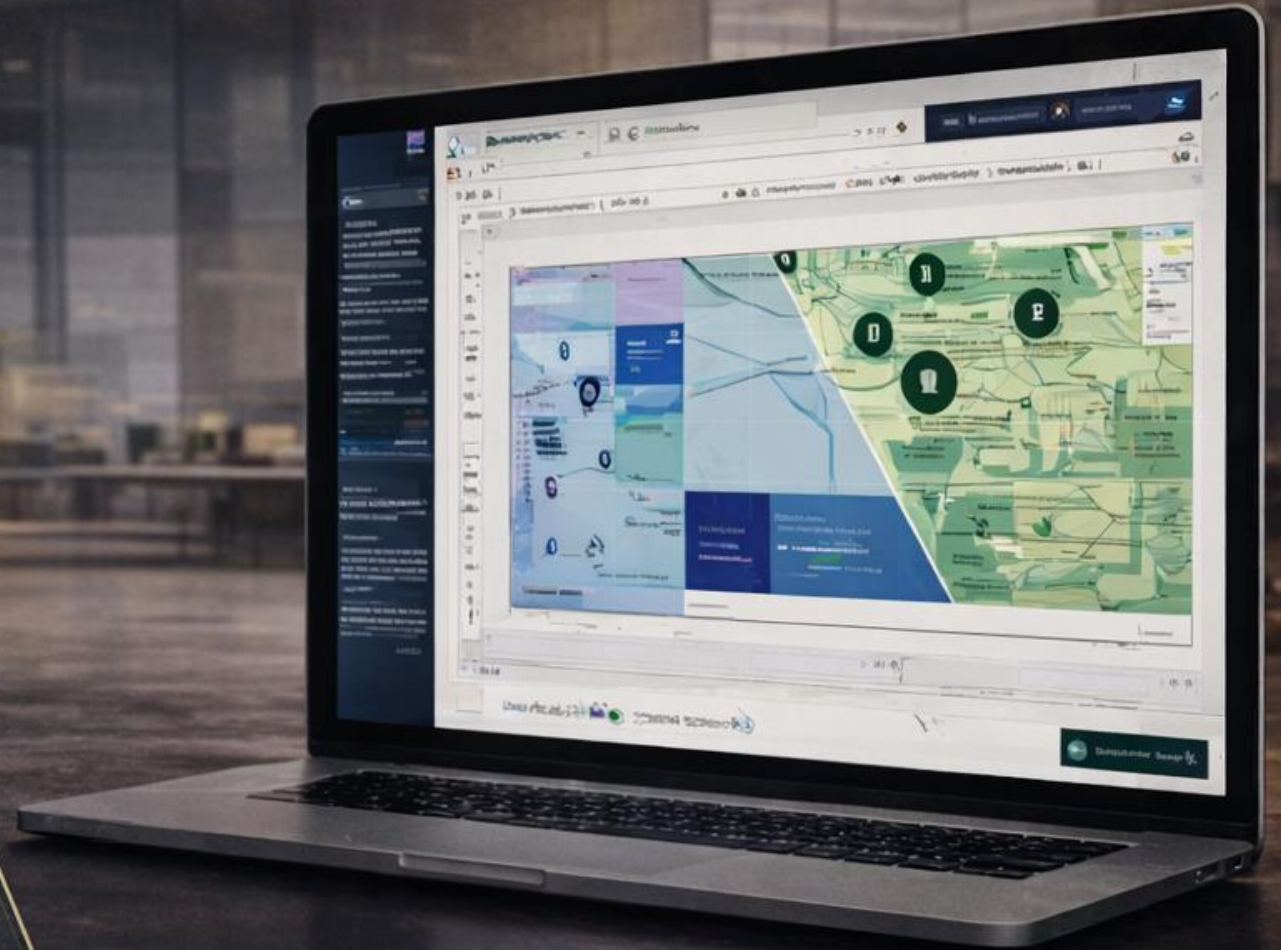
**Investment:** From £2,500 / **Retainer:** From £3,800/month

# M&A & Strategic Advisory

Acquisitions, disposals, exits, and strategic repositioning

- ✓ Commercial due diligence
- ✓ Valuation and exit planning
- ✓ Strategic direction

**Investment: From £3,000**



**“Would this hold up** in front of  
**a lender, investor,** or experienced  
**operator?** That is the standard  
we apply to everything we  
**produce.”**



[www.fitintel.co.uk](http://www.fitintel.co.uk)