

ATHLETIC RECOVERY CENTER

Enhance ARC's value proposition, optimize costs, and grow customer base.

DUKE UNIVERSITY ENGMGMT 510: MARKETING



BY NISHANT RANA

PRIMARY

Rising Athletic Achievers

Young and budding athletes who seek recovery and injury prevention solutions to optimize performance and enhance physical development.

SECONDARY

Recovery-Driven Active Women

Fitness-focused women aged 25-45 integrating stress relief and recovery into their routines.

REPOSITION ARC AS THE GO-TO RECOVERY DESTINATION FOR PERFORMANCE-DRIVEN YOUNG ATHLETES AND ACTIVE WOMEN FOCUSSED ON HOLISTIC WELLNESS.

Global wellness industry

\$7 TRILLION BY 2025

Women make up 70% of the market spending

50% increase in overuse injuries in young athletes in the last decade due to early specialization and intense training regimens

CORE SERVICES

Unlike traditional recovery centers, our cutting-edge recovery services help rising athletic achievers and recovery-driven active women enhance performance and relieve stress by reducing fatigue and injuries and enabling a **well-balanced, active lifestyle.**

HYPERBARIC

Unlike non-targeted treatments, our hyperbaric oxygen therapy helps high-performing athletes and recovery-driven women accelerate healing and boost endurance by reducing inflammation and downtime, enabling **faster recovery and holistic wellness.**

VALUE PROP

PRICING STRATEGY

PROPOSED CORE SERVICES PRICING

Single Session

One session of choice

\$25 / session



Unlimited

\$280 / month

- Unlimited sessions
- 3 month minimum commitment

Starter Package

\$99 / 5 sessions

- 5 total Sessions
- Reserved for first-time clients

Rewards

- Reward consistent members with perks like free sessions (e.g., 2 free sessions/month).

Monthly

Package already on website

\$165 / month

- 3 month minimum commitment
- 10 Sessions

CURRENT PRICING PACKAGES

Core Services:

- \$185 for 10 sessions.
- \$165 for 10 sessions/month (minimum 3 months).
- \$300/month unlimited (no minimum).

Hyperbaric Sessions:

- \$150 Single Session
- \$600 for 5 Sessions (30-day experation)
- \$1000 for 10 Sessions (45-day experation)

Additional Existing Promotional:

- First Core session free
- \$50 off first Hyperbaric treatment
- VIP Experience Raffle

MARKETING STRATEGY

0-2 months

3-6 months

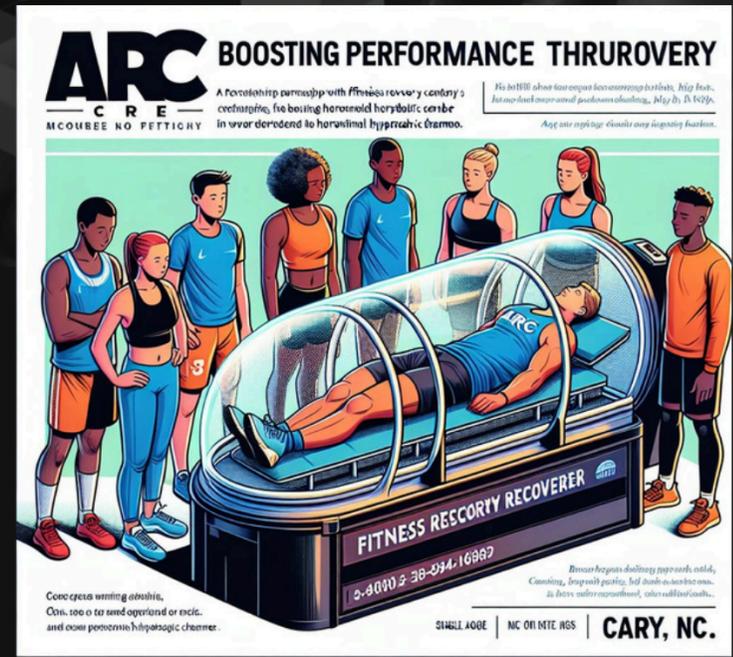
8-10 months

10-18 months

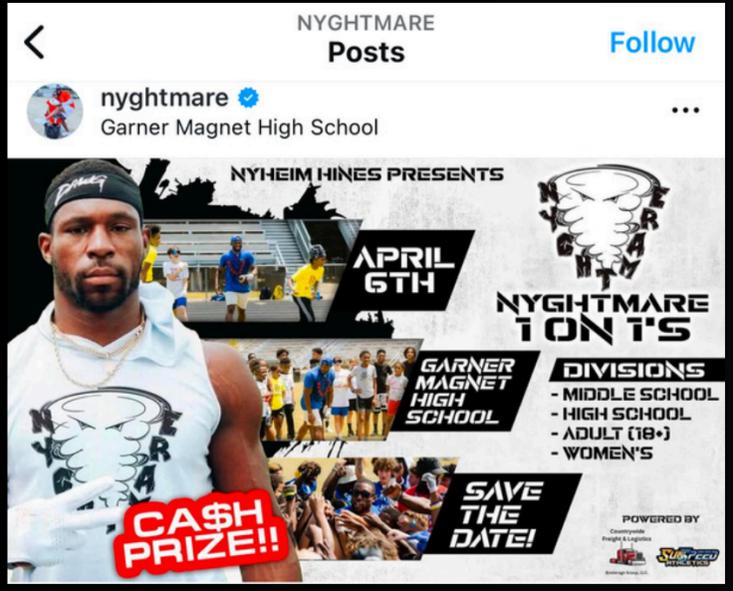
ADJUST REVENUE PERCENTAGES

- 40% to Bucked Up Fitness
 - 20% to the General Manager
- ➔
- Bucked Up Fitness: Reduce to **25%** (assume no additional rent)
 - General Manager: Reduce to **10%** of gross revenue.
 - Marketing: **Invest 10%** in partnerships to scale awareness.

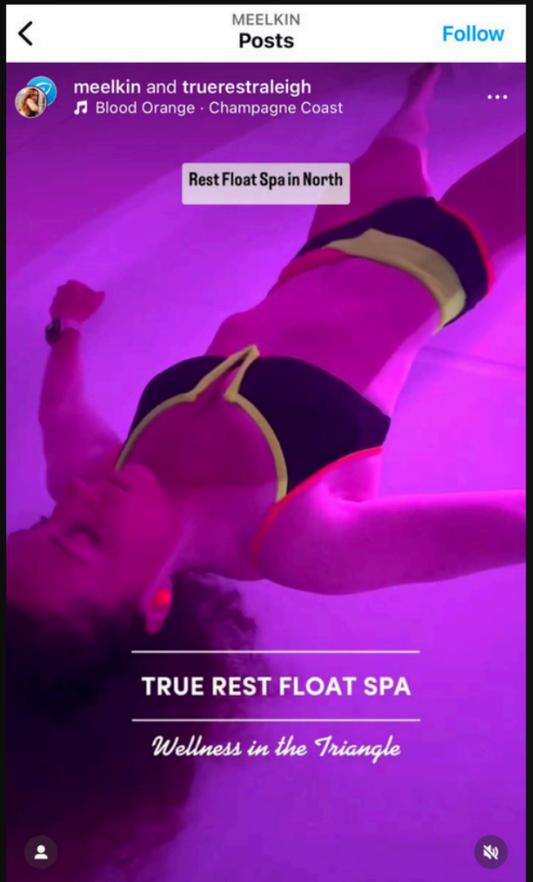
PUBLIC HIGH SCHOOLS' NEWSLETTERS



PARTNER WITH COLLEGE ATHLETES



PARTNER WITH LOCAL INFLUENCERS



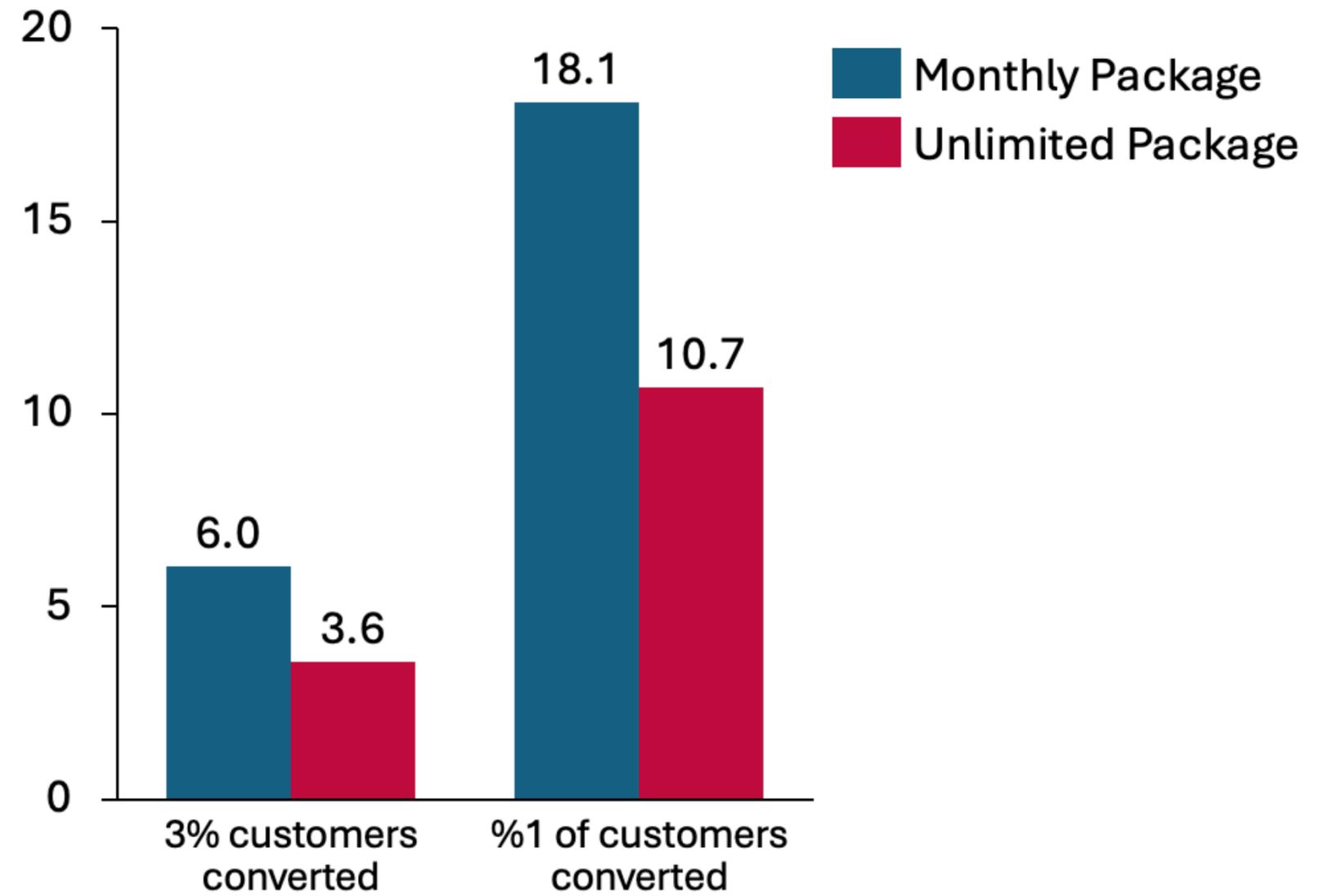
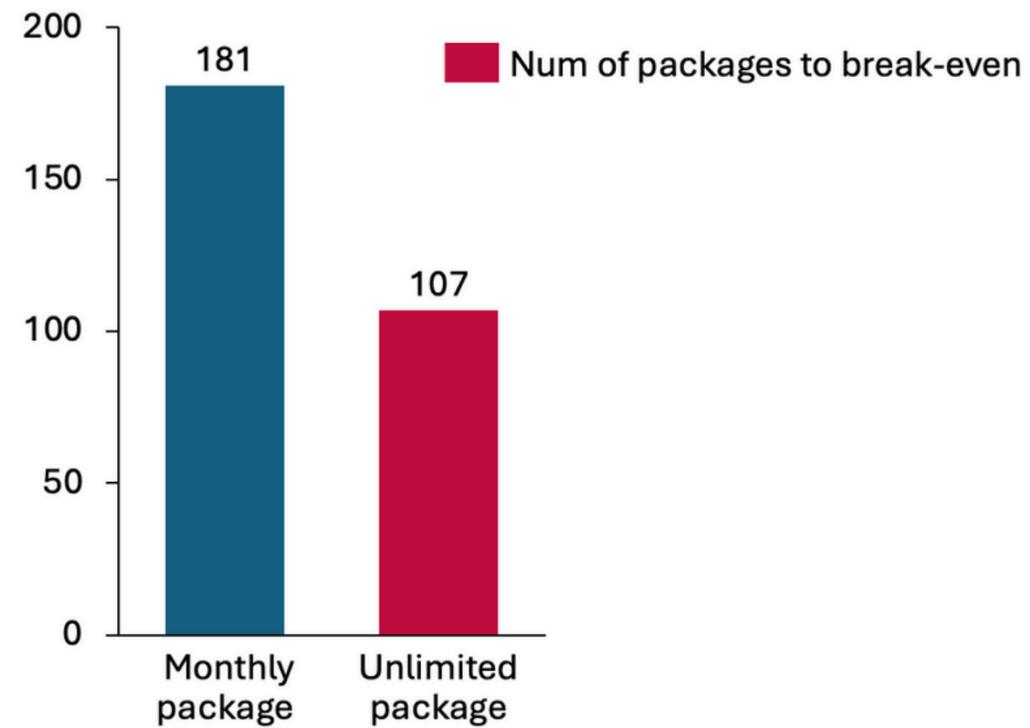
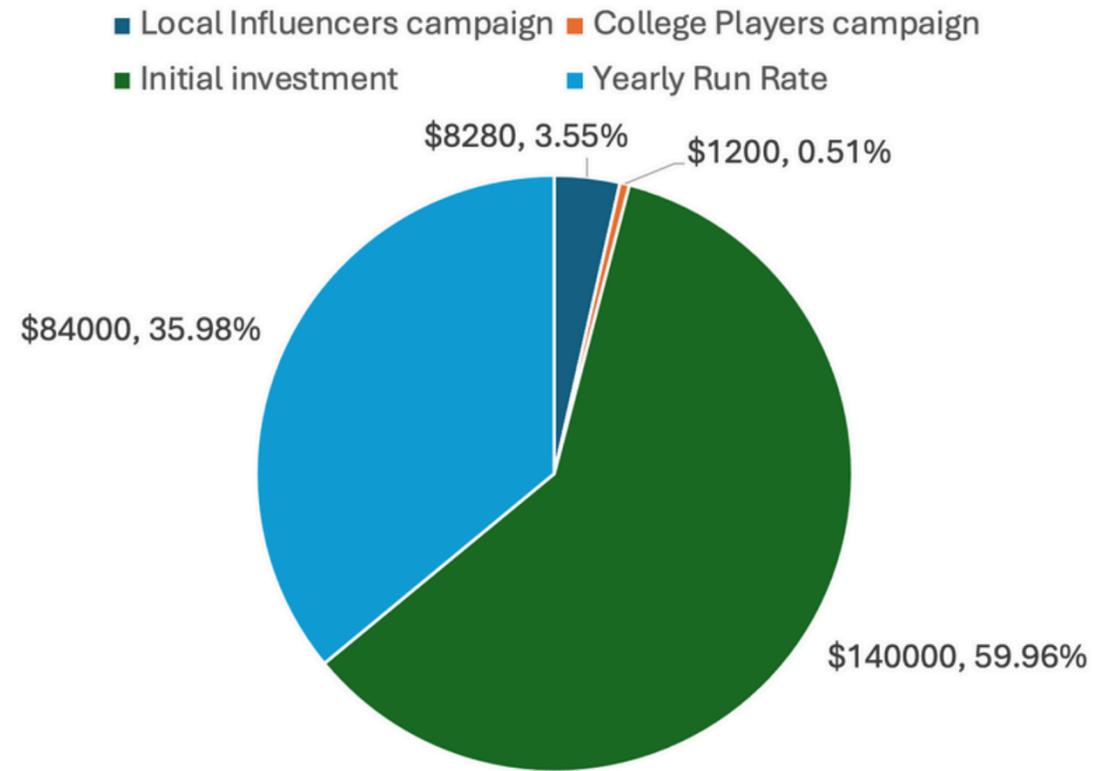
PARTNER WITH PHYSICAL THERAPIST



SEE SUCCESS HAPPEN

JUNE 2026

Total ARC Investment



THANK YOU



APPENDIX

REFERENCES

1. <https://globalwellnessinstitute.org/press-room/press-releases/globalwellnesseconomymonitor2023/>
2. <https://publications.aap.org/pediatrics/article/153/2/e2023065129/196435/Overuse-Injuries-Overtraining-and-Burnout-in-Young?autologincheck=redirected>

BREAK-EVEN

	Monthly(\$165/month)	Unlimited (\$280/month)
Revenue	1980	3360
Fixed costs		
- Ad campaign in Instagram with Local Influencers	\$ 8,280.00	\$ 8,280.00
- Ad campaign in Instagram wiith College players	\$ 1,200.00	\$ 1,200.00
- Initial investment	\$ 140,000.00	\$ 140,000.00
- Yearly Run rate (monthly is 7k)	\$ 84,000.00	\$ 84,000.00
Total fixed costs	\$ 233,480.00	\$ 233,480.00
Salary / Expenses		
- General Manager salary	\$ 198.00	\$ 336.00
- Bucked Up fitness	\$ 495.00	\$ 840.00
Variable Cost per session	\$ 693.00	\$ 1,176.00
Break-even:		
FC/contribution per monthly subscription	181.4141414	106.9047619
	181	107
with 10% of leads converted monthly		
Number of months to break even:	6.033333333	3.566666667
with 5% of leads converted		
Number of months to break even:	18.1	10.7

BREAK-EVEN

Micro influencers campaign:		College players campaign:	
Cost of 1 Instagram post:	\$ 150.00	Free use of recovery center (max 8 times a month)	\$ 200.00
Cost of 1 Instagram story:	\$ 80.00	Strategy:	
Strategy:		- Num of influencers to partner with:	2.00
- Num of influencers to partner with:	3.00	Total Yearly costs	\$ 1,200.00
- Num of posts / week / influencer	1.00		
Weekly cost of 3 posts	\$ 450.00		
Weekly costs of 3 stories	\$ 240.00		
3 months cost of 3 posts	\$ 5,400.00	Players identified:	
3 months cost of 3 stories	\$ 2,880.00	1. Nyheim Hines, NC State, 84K followers, active in IG, support Muscular Dystrophy Association	
Total Yearly costs	\$ 8,280.00	2. Maalik Murphy, Duke, 38K followers, active in IG	
Num of followers engaged	1000.00		
% followers converted	3%		
Num of new customers	30.00		