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easyGym unveils franchise plans as part of growth strategy

easyGym has revealed it plans to open 500 franchise units across the world over the next five years, with Karl Dietrich, formerly UK and Ireland franchise head of Anytime Fitness, heading up the franchise operation.

Information posted on the easyGroup website reads: "Investors can choose from two formats - the Small Box, which requires £160,000 of liquid capital, and the Big

Box, which requires £380,000 of initial investment."

Anticipated payback for the franchise model is three years.

easyGym's first franchisee is co-founder and chief executive officer Paul Lorimer-Wing. He said: "I'm so convinced by the payback potential that I'm investing my own money into the easyGym franchise model."

More: http://lei.sr/?a=3r7w2_H

