



Michael Clunne, Founder and Director of Muscle Beach

Muscling in on a great idea

Successful expansion and longevity of a business within an industry that is misunderstood starts with the right message. Sherpa Group spoke with Michael Clunne of Muscle Beach to dispel the myths about the fitness-supplement industry. Muscle Beach are pioneers in the retail and body supplement industry and have been operating since 1993.

Sherpa Group (SG): *How did you come about starting the Muscle Beach business?*

Michael Clunne (MC): I was originally looking to invest in a building suppliers business, while researching the industry and completing a business plan the results established that I didn't have the required capital to start and effectively run a business in this industry. However, I still had a goal of wanting to own my own business and it just so happened that my next business idea came to me as I was completing my Diploma in Business Management; it was driven from the passion I had for body building and fitness. After researching and using my diploma skills I compiled a business plan around this idea and it was evident that I had enough capital to turn my passion into a business—retail and supplement store.

SG: *Starting the business in 1993, when supplements and body building were often misunderstood, did you find it a challenge to promote the right message out to market?*

MC: Yes at times, the industry didn't have a strong public credibility in the early stages. I did find, like most things, that it was given momentum when the combination of research and public knowledge increased on the topic and findings established that the problems occurring in the sporting industry were linked to Steroids; body supplements played no illegal or harmful role. Of course, once this became apparent the use of body supplements steadily increased and gained credibility which did make it easier to market the business.

SG: *When did you really start to notice the growth potential of this industry?*

MC: Well in the beginning, I found that we sold more body building outfits/clothing compared to supplements. However, eventually the clothes retail component of the business decreased and I had to look for alternative sources of income which is when I decided to increase our supplement range and products. I had been operating the business for about four years; it was 1997-1998 when I really started to see the industry steadily increase.

Today, it is a booming industry and market with massive growth potential. Internal research has shown that the industry is worth approximately 100 million dollars a year in turnover.

SG: *How has the business itself changed over the years/grown in its outlook of the market?*

MC: I can identify a number of ways, but to name a few:

The industry has become more mainstream from the point where the market is now really accepting of consuming supplements (for example, protein shakes and powders) and there is a greater demand for the products.

- The product range, quality, and choices for supplements have increased substantially.
- Technology has also played a role in the way products are sold (through online information and stores).
- Greatly, the advancements of knowledge in the industry around supplements, training, nutritional/dietary information and advice have increased immensely. Supplements now play a key role and are a daily necessity for anyone trying to reach a peak (body) condition and maintain a better shape.

SG: *What sparked the decision to expand/franchise the business now?*

MC: Well to be perfectly honest, I felt like I had let myself down a little; I had all of this experience and a fantastic and successful business, I had been looking for a way to grow and share my successes for quite some time, but I wasn't quite sure how to achieve this strategy. When I finally met Vicki [Prout] from Sherpa Group, I realised that there were experts out there who could guide us through the expansion of our business, helping to achieve my goals and share this business opportunity with others.

SG: *What would you say are some of the immediate goals for your business?*

MC: Expanding our business by actively recruiting franchisees to grow the brand nationally and internationally, and grow our network within the industry. I want the Muscle Beach franchising network to operate as a family of highly competent and motivated people working together, representing, and growing the brand—expanding knowledge about the industry and the products available.

SG: *How do you position yourself as a market leader in the industry?*

MC: We are a pioneer in the industry; we have been operating for 17 years and this really demonstrates our motivation, dedication, and high level of knowledge about supplements, body training, and fitness. Our passion for the industry, both my own and that of my team, also plays a large role as to why we are seen as a market leader in the industry. **FF**

To find out more about owning a Muscle Beach franchise contact Michael Clunne on (02) 4628 4020 or 0405 577 985, email michael@musclebeach.com.au

musclebeach

“It’s all about the supplements in life”

Muscle Beach have been supplying Australia with the world’s best body supplements since 1993. Offering a huge variety of quality products, assisting with individual training programs and providing expertise on supplementation strategies, **Muscle Beach** are now franchising.



Reshape your career... we have raised the bar!
Muscle Beach are offering:

- Retail Business
- Proven business systems and processes
- Opportunity for high financial success
- Strong brand and image, especially in the retail supplements industry
- Work / Life balance
- Massive product range and choice of supplements
- Full training provided and a strong support network from a highly motivated and dedicated team of experts
- Own and run your retail body supplements store in an industry with enormous growth potential



Reshape your future and streamline your wealth. Call now:

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