

Accounting for Fitness & Supplements Industry



EUSTICE & CO
ACCOUNTANTS 
BUILD YOUR BUSINESS & GROW YOUR WEALTH

“Establishing and running a gym, personal training or supplements business is hard work. Apart from the usual small business compliance issues of GST, BAS and PAYG you have to contend with early starts, late finishes, maintenance of the gym equipment and clients not turning up on time (or at all). You probably need to deal with casual staff and sub-contractors and if you run a gym you have OH & S issues not to mention superannuation and members to administer.”

Michelle Eustice

The fitness and supplements industry is booming. All hour gyms are popping up everywhere together with personal trainers, new lines of supplements and retail supplements shops. It's a super competitive industry and having an accountant who understands the fitness and supplements industry can give you a serious competitive edge. Over the years, Michelle Eustice and her team of accountants have mentored a number of gymnasium owners, personal trainers, nutrition specialists and supplement shops through the various stages of their business life cycle from start up right through to sale. We offer you experience, technical knowledge and an intimate understanding of the fitness industry.

If you're thinking of starting your own personal training business, gym or supplements shop there are numerous issues to consider. As business start-up specialists we can help you with everything from your branding to your business structure, site selection, commercial lease, corporate brochure, business plan and cash flow budget. Our marketing expertise distinguishes us from other accounting firms and we genuinely believe marketing could be the difference between gloom and boom for small business owners. We can assist you with your branding, website design and construction plus the production of your videos and social media campaigns. You'll find we are not your average firm of accountants who just 'keep the score' and we are here to help you accelerate your success.

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"We are so much more than just tax accountants. While you are in the business of building healthy and fit bodies, we are in the business of building healthy and profitable businesses for our gym, personal trainer and supplement shop clients. If you're looking to open a gym or start a personal training or supplements business we offer you the marketing and advisory muscle you need to reach your financial goals."

Michelle Eustice



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Here at Eustice & Co we are different to most accounting firms because we view the tax return as the start of the client process, not the end. We want to help you minimise the time and cost associated with bookkeeping and tax 'compliance' work so together we can spend more time working ON your business and your marketing.

We are advocates for cloud accounting solutions and our mission is to help you fast track your business success with a range of tailored accounting, financial, tax and marketing solutions services including:

- Start-Up Business Advice for Gym Owners , Personal Trainers & Supplement Suppliers and Retail Shops
- Advice regarding the Purchase or Sale of your Business
- Spreadsheets and Tools including a Start Up Expense Checklist, Templates for your Business Plan and Cash flow Budget
- Advice and Establishment of Your Business Structure
- Tax Registrations including your ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection and Training (Bookkeeping, Invoicing, Payroll etc.)
- Preparation of Finance Applications for your Bank Loan
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Marketing Audit including the establishment or evaluation of your branding, brochures, website and social media strategies
- Advice and Assistance with your Website Development, Content, Videos and Search Engine Optimization
- Wealth Creation Strategies and Financial Planning Services
- Industry Benchmarking and KPI Management
- Vehicle & Equipment Finance – Leasing and Chattel Mortgage
- Advice & Assistance with Pricing
- Advice regarding Claiming Motor Vehicle Costs
- Recession Survival Strategies
- Business & Risk Insurances
- Business Succession Planning
- Advice regarding Employee Relations and Workplace Laws



Call us today and let's get to work on your business so it's more profitable, valuable and saleable.