



**PARKER HEALTH**  
& WELLNESS



# Parker Health & Supplements

Fueling performance with quality  
supplements you can trust.

Prepared by **Dillon Coakley**



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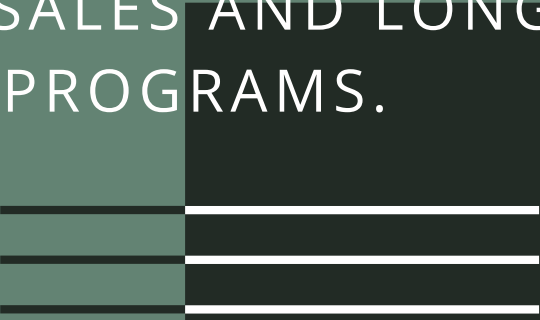




# EXECUTIVE SUMMARY



PARKER HEALTH & SUPPLEMENTS IS A RETAIL STOREFRONT IN PARKER, COLORADO THAT PROVIDES RESEARCH-BACKED, TRANSPARENTLY LABELED SUPPLEMENTS FOR ACTIVE TEENS, ATHLETES, AND HEALTH-MINDED ADULTS. THE BUSINESS ADDRESSES THE WIDESPREAD PROBLEM OF CONFUSING PRODUCT CLAIMS AND INCONSISTENT QUALITY BY OFFERING A CURATED SELECTION OF PROTEIN, PRE-WORKOUT, CREATINE, VITAMINS, GREENS, AND RECOVERY PRODUCTS. CUSTOMERS RECEIVE EXPERT IN-STORE GUIDANCE THAT HELPS THEM UNDERSTAND WHAT THEY ARE BUYING AND HOW TO USE IT SAFELY, WHICH BUILDS TRUST AND REDUCES THE RISKS ASSOCIATED WITH ONLINE SUPPLEMENT SHOPPING. REVENUE WILL COME PRIMARILY FROM IN-STORE RETAIL SALES, WITH PLANS TO EXPAND INTO E-COMMERCE AND SUBSCRIPTION BASED SUPPLEMENT STACKS IN YEAR TWO TO INCREASE LIFETIME CUSTOMER VALUE. MARKETING EFFORTS WILL FOCUS ON GYM PARTNERSHIPS, HIGH SCHOOL OUTREACH, SAMPLING EVENTS, AND TARGETED SOCIAL MEDIA EDUCATION TO BUILD STRONG LOCAL AWARENESS. STARTUP CAPITAL COVERS INVENTORY, STORE SETUP, AND A MODEST MARKETING LAUNCH TO ENSURE A PROFESSIONAL AND FULLY STOCKED OPENING. OVER THE NEXT THREE YEARS, THE BUSINESS AIMS TO BECOME PARKER'S MOST TRUSTED SUPPLEMENT SOURCE AND ACHIEVE CONSISTENT PROFITABILITY WHILE EXPANDING INTO ONLINE SALES AND LONG-TERM SUBSCRIPTION PROGRAMS.





# MISSION & VISION

Mission - To provide safe, science backed supplements that help people improve their health, performance, and confidence.

Vision - To become the most trusted supplement store in Colorado, known for transparency, education, and results.

Values - Honesty, research, community, and customer education.



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# NEEDS & PROBLEMS

Customers in Parker face significant challenges when trying to choose safe and effective supplements due to misleading labels, hidden ingredients, and unreliable online brands. Many people do not know which products are trustworthy, which leads to confusion, wasted money, and potential health risks. High school athletes and active adults often rely on social media trends rather than science-based information, increasing the chance of poor product choices. Local alternatives such as Target and Walmart offer limited selections, and many items are locked behind glass, making the shopping experience inconvenient and impersonal. Specialty shops like FuelHouse focus heavily on peptides, which do not meet the everyday needs of most customers. Parker Health & Supplements solves these problems by offering a curated, research-backed selection of supplements and providing expert guidance in-store. This approach ensures customers feel confident, informed, and supported in their health decisions.



# OUR BUSINESS

Parker Health & Supplements is a local retail storefront that provides high-quality protein powders, pre-workouts, creatine, vitamins, greens, and wellness products. Our business model is built on offering a curated selection of supplements that meet strict quality and transparency standards. Customers receive personalized guidance from trained staff who help them understand product benefits, usage, and safety. The store is designed to create a simple, trustworthy shopping experience that eliminates the confusion associated with online supplement shopping. We focus on building long-term customer relationships through honesty, education, and consistent product quality. As demand grows, the business plans to expand into online subscriptions, custom supplement stacks, and digital consultations. Overall, Parker Health & Supplements provides a reliable and transparent alternative to the overwhelming and often deceptive supplement market.



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# PRODUCTS AND SERVICES

Our curated product mix includes high-quality proteins, pre-workouts, creatine, greens, collagen, vitamins, electrolytes, protein bars, and energy drinks, plus in-store expert consultations and future subscription stacks. Products are chosen for proven ingredients, transparent labeling, and reputable manufacturing practices third party certification is prioritized when available to reduce risk. Staff training ensures consistent, evidence-based recommendations and safe dosing guidance for teens, athletes, and adults. We will offer trial sizes, sample events, and curated bundles to lower purchase friction and increase conversion. Digital services planned for year two include subscription stacks, custom supplement bundles, and scheduled virtual consultations to boost convenience and lifetime value. These offerings are designed to increase customer trust, repeat purchases, and overall satisfaction.





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## **PROTEIN POWDERS**

**OPTIMUM NUTRITION GOLD STANDARD WHEY - 39.99**

**DYMATIZE ISO100 HYDROLYZED ISOLATE - 44.99**

**LEGION WHEY+ GRASS FED ISOLATE - 44.99**

**GHOST WHEY PROTEIN - 44.99**

**JOCKO MOLK PROTEIN 42.99**

## **CREATINE & PRE WORKOUT**

**GORILLA MODE PRE-WORKOUT 49.99**

**TRANSPARENT LABS BULK PRE - WORKOUT- 44.99**

**RYSE PRE-WORKOUT 39.99**

**TRANSPARENT LABS CREATINE MONOHYDRATE - 29.99**

**THORNE CREATINE - 29.99**

**BODYTECH CREATINE MONOHYDRATE- 44.99**

## **VITAMINS & OTHERS**

**NORDIC NATURALS OMEGA 3 FISH OILS - 20**

**THORNES BASIC NUTRIENTS MULTIVITAMINS - 27.99**

**THLETIC GREENS AG1 -79.99**

**BLOOM GREENS & SUPERFOODS - 39.99**

**VITAL PROTEINS COLLAGEN PEPTIDES - 35.97**



***SPEAK WITH OUR EXPERTS TO LEARN MORE***



# ORGANIZATION & TEAM

Owner and CEO Dillon Coakley oversees operations, purchasing, supplier relationships, financial decisions, and strategic partnerships to ensure product quality and operational efficiency. Current support staff include three desk attendants who manage customer service, checkout, restocking, and store upkeep, plus a social media manager who handles content and community engagement. Planned hires include a dedicated restocker to optimize inventory flow and an assistant manager to handle scheduling, staff training, and daily leadership as the store scales. Job roles and responsibilities are documented to ensure clear delegation and consistent customer service, with standard operating procedures for consultations and product vetting. As the business grows, leadership will focus on supplier negotiations, inventory optimization, and online fulfillment processes. This structure supports scalability while preserving the high-touch customer experience that differentiates the brand.

# Organization Chart



**CEO**

**Marketing  
Manager**

**Desk Attendee**

**Desk Attendee**





# MARKET ANALYSIS

Our marketing strategy focuses on reaching customers where they already spend their time, both physically and online. We will build visibility inside local gyms such as 24 Hour Fitness and Planet Fitness through signs, samples, and booth events that allow customers to try products and ask questions. These in person interactions help build trust and position the store as part of Parker's fitness community. Online, we will maintain a strong presence on Instagram and TikTok with educational content, product highlights, and customer transformations. Targeted social media ads will reach Parker residents interested in fitness, sports, and wellness, increasing awareness and foot traffic. We will also partner with local trainers, high school coaches, and fitness influencers to expand credibility and reach. Together, these strategies create a balanced marketing system that drives awareness, trust, and long-term customer engagement.



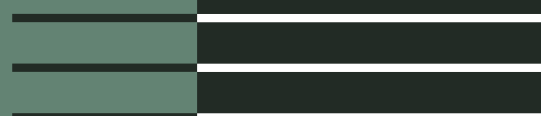
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# MARKETING

Our marketing strategy focuses on meeting customers exactly where they already spend their time both physically and online. We will build strong visibility inside local gyms such as 24 Hour Fitness and Planet Fitness by placing branded signs, offering free samples, and setting up booth events that allow customers to try products and ask questions face-to-face. This creates immediate trust and positions the store as a natural part of Parker's fitness community. Online, we will maintain a consistent presence on Instagram and TikTok with high-quality content showcasing product benefits, fitness tips, customer transformations, and behind-the-scenes store updates. This approach helps attract younger buyers and keeps the brand top-of-mind. To drive targeted traffic, we will run paid social media ads aimed specifically at Parker residents who follow fitness pages, play sports, or engage with supplement-related content. These ads will highlight promotions, new arrivals, and educational posts that build credibility. Additionally, we will form partnerships with local trainers, high school coaches, and fitness influencers who can recommend our products directly to their athletes and clients. These relationships strengthen community trust and create a steady pipeline of new customers who value expert-backed recommendations. Together, these strategies create a balanced marketing system that builds awareness, drives foot traffic, and positions Parker Health & Supplements as the town's most trusted source for high-quality, research-backed supplements.





# OPPORTUNITY & SOLUTION

PARKER, COLORADO PRESENTS A POWERFUL OPPORTUNITY FOR A TRUSTED SUPPLEMENT RETAILER BECAUSE THE COMMUNITY IS YOUNG, ACTIVE, AND HIGHLY INVESTED IN HEALTH AND PERFORMANCE. WITH A MEDIAN HOUSEHOLD INCOME OF ABOUT \$130,936 AND MORE THAN HALF OF ADULTS HOLDING A BACHELOR'S DEGREE, RESIDENTS ARE WILLING TO PAY FOR PREMIUM, RESEARCH BACKED PRODUCTS RATHER THAN GAMBLE ON LOW QUALITY ONLINE BRANDS. THE TOWN'S STRONG FITNESS CULTURE, MULTIPLE GYMS, AND LARGE POPULATION OF HIGH SCHOOL ATHLETES CREATE STEADY DEMAND FOR PROTEIN, PRE-WORKOUT, CREATINE, HYDRATION PRODUCTS, AND RECOVERY SUPPLEMENTS. AT THE SAME TIME, CUSTOMERS ARE FRUSTRATED WITH MISLEADING LABELS, HIDDEN SUBSCRIPTIONS, AND POOR CUSTOMER SERVICE FROM ONLINE SUPPLEMENT COMPANIES, WHICH MAKES TRUST A MAJOR GAP IN THE MARKET. PARKER HEALTH & SUPPLEMENTS FILLS THIS GAP BY OFFERING A CURATED SELECTION OF SAFE, SCIENCE BACKED PRODUCTS AND IN STORE EXPERT GUIDANCE THAT REMOVES CONFUSION AND RISK. OUR SOLUTION GIVES CUSTOMERS CONFIDENCE IN WHAT THEY'RE BUYING, PROVIDES HONEST RECOMMENDATIONS, AND CREATES A RELIABLE LOCAL ALTERNATIVE TO THE INCONSISTENT AND OFTEN DECEPTIVE SUPPLEMENT OPTIONS FOUND ONLINE.



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# SALES

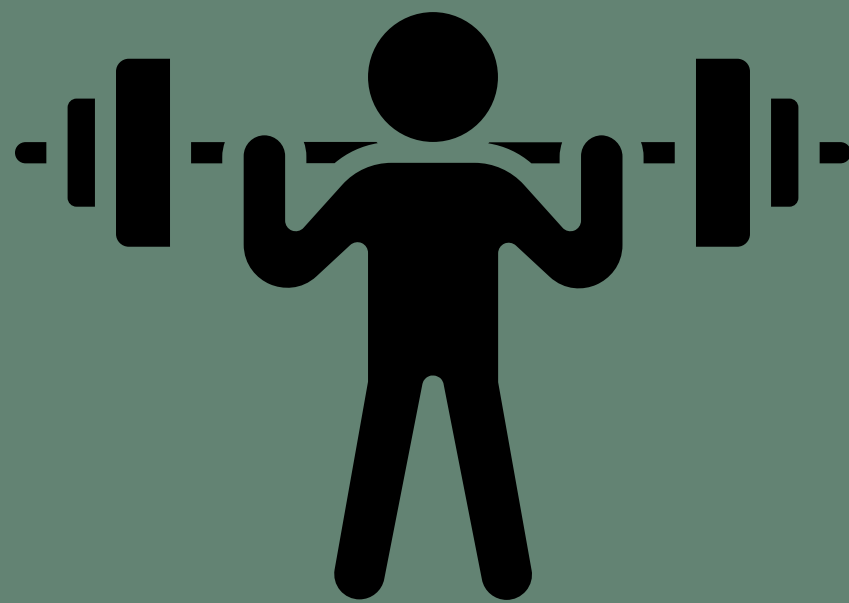


Our sales strategy converts trust and education into predictable revenue by focusing on consultative interactions, repeat purchase pathways, and measurable conversion tactics that prioritize customer safety and satisfaction. Staff will complete a formal training program covering product science, safe dosing, contraindications, age appropriate recommendations, and consultative selling techniques, and this program will include role play, product knowledge certification, and a short written assessment to ensure consistent, accurate recommendations across shifts. In store consultations will follow a structured flow of needs assessment, evidence based recommendation, demonstration or sample when appropriate, and a clear next step such as a trial size, curated bundle, or subscription sign up to reduce purchase anxiety and increase immediate conversion. Checkout merchandising will be optimized with themed displays of high margin add on items like energy drinks, protein bars, and single serve electrolytes placed in sight lines and at the register, and curated bundles will pair core products with complementary items and show clear savings to encourage customers to try additional SKUs. A loyalty program and subscription stacks will work together to increase lifetime value, with points and referral credits rewarding repeat purchases and subscription discounts converting one time buyers into recurring revenue while flexible pause and modify features reduce churn. Sales operations will be supported by a POS driven data strategy that captures basic customer profiles, purchase history, and consented contact information so we can send personalized reorder reminders, usage tips, and targeted promotions that increase repurchase frequency. Finally, performance will be reviewed weekly and quarterly with a focus on conversion rate, average order value, subscription conversion, and repeat purchase rate so we can A B test bundles, sample offers, and promotions, iterate quickly, and scale the tactics that prove most effective.





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# FINANCIALS

The financial projections are grounded in conservative unit economics and realistic operating assumptions to ensure early profitability and sustainable growth. Startup costs total \$26,700 and cover inventory, shelving, signage, POS equipment, website setup, and a modest marketing launch to open fully stocked and professional. Monthly fixed costs are estimated at \$3,758 and variable restocking costs are projected at \$10,400, producing annual operating expenses of roughly \$124,800 after year one. Revenue is projected at \$245,917 in year one, \$305,033 in year two, and \$374,382 in year three, with profit margins per unit ranging from \$1 to \$15 depending on category. Projected profits are \$94,417 in year one, \$180,233 in year two, and \$249,582 in year three, reflecting growth from higher volume, subscription uptake, and improved margins. Monthly cash flow monitoring and conservative inventory buys will protect liquidity and allow the business to scale without overextending capital.



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# PRICING

THE PRICING STRATEGY USES PSYCHOLOGICAL PRINCIPLES TO INCREASE CONVERSION AND PERCEIVED VALUE WHILE PROTECTING MARGINS AND BRAND POSITIONING. ANCHOR PRICING WILL HIGHLIGHT PREMIUM SKUS SO CUSTOMERS PERCEIVE VALUE IN MID TIER AND BUNDLED OPTIONS, AND DECOY OPTIONS WILL BE USED SPARINGLY TO GUIDE CHOICES WITHOUT CONFUSING SHOPPERS. BUNDLES WILL BE PRICED TO SHOW CLEAR SAVINGS COMPARED WITH SINGLE SKUS, WHICH ENCOURAGES TRIAL OF COMPLEMENTARY PRODUCTS AND RAISES AVERAGE ORDER VALUE. SUBSCRIPTION STACKS WILL OFFER VISIBLE DISCOUNTS AND FLEXIBLE CADENCE OPTIONS TO CONVERT ONE TIME BUYERS INTO RECURRING REVENUE WHILE EASY PAUSE AND MODIFY FEATURES REDUCE CHURN. TRIAL SIZES AND LIMITED TIME INTRODUCTORY OFFERS WILL LOWER THE BARRIER TO FIRST PURCHASE WITHOUT UNDERMINING LONG TERM PRICE PERCEPTION. PRICING WILL BE REVIEWED MONTHLY AGAINST SALES DATA TO ENSURE IT DRIVES DESIRED BEHAVIORS AND MAINTAINS PROFITABILITY.



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# BUYING BEHAVIOR

BUYING BEHAVIOR IN PARKER SHOWS A MIX OF CONVENIENCE ORIENTATION AND WILLINGNESS TO PAY FOR VERIFIED QUALITY AMONG HIGHER INCOME HOUSEHOLDS. GYM GOING YOUNG ADULTS OFTEN PREFER QUICK IN STORE PURCHASES AND RECOGNIZABLE BRANDS, WHILE PARENTS OF ATHLETES PRIORITIZE SAFETY, THIRD PARTY TESTING, AND CLEAR DOSING GUIDANCE. CONSUMABLES SUCH AS PROTEIN AND ELECTROLYTES ARE REPEAT PURCHASES EVERY TWO TO EIGHT WEEKS, WHILE SPECIALTY ITEMS LIKE PRE WORKOUT AND CREATINE REPURCHASE LESS FREQUENTLY, WHICH AFFECTS INVENTORY CADENCE. FIRST TIME PURCHASES SKEW TOWARD IN STORE SAMPLING AND CONSULTATION, AND REPEAT PURCHASES SHIFT TO SUBSCRIPTIONS OR ONLINE REORDERS ONCE TRUST IS ESTABLISHED. PROMOTIONAL TRIGGERS THAT DRIVE TRIAL INCLUDE SAMPLING EVENTS, TRAINER RECOMMENDATIONS, AND INTRODUCTORY BUNDLES THAT REDUCE PERCEIVED RISK. UNDERSTANDING THESE BEHAVIORS ALLOWS THE STORE TO ALIGN MERCHANDISING, PROMOTIONS, AND INVENTORY WITH REAL CUSTOMER HABITS.



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# DEMOGRAPHICS

Parker, Colorado is a growing suburban market with a population of about 65,473, which supports steady local demand for health and fitness services. The town's median household income is approximately \$133,369, indicating strong purchasing power for premium supplements and related services. About 25.7 percent of residents are under 18, which makes youth athletes and families an important target segment, while the per capita income of \$56,841 supports discretionary spending on health products. Educational attainment is high, with roughly 56.0 percent of adults holding a bachelor's degree or higher, suggesting customers who value evidence based products and transparent labeling. Homeownership is common, with an owner occupied rate near 71.8 percent, which correlates with neighborhood stability and repeat local shopping behavior. Together these demographics, population growth, high household income, a substantial youth population, strong education levels, and stable homeownership, support a business model focused on vetted, research backed supplements and in store education targeted to families, athletes, and health conscious adults.



# OUR COMPETITION

GNC and big retailers offer convenience but inconsistent quality, which leaves many customers unsure about ingredient transparency and testing standards. Local specialty shops tend to focus on niche peptides and advanced therapies that appeal to a narrow audience rather than everyday athletes and families. Target and Walmart provide small selections and low prices but they generally lack in-store expertise, clear labeling, and staff who can translate scientific claims into safe, practical recommendations. Our advantage is a curated assortment of research-backed products combined with expert in-store guidance, where staff are trained to explain ingredients, dosing, and third-party testing. Although GNC is popular nationally, they are not present in Parker Colorado, which creates a local opportunity for a trusted, community-focused supplement retailer. By offering vetted brands, sampling, personalized consultations, and subscription options we meet demand for both convenience and verified quality while building long-term customer loyalty.





## Parker Competition

### Name                      Location                      Speciality

<b>Fuel House</b>	<b>High pointe on Parker</b>	<b>Peptides</b>
<b>Target</b>	<b>Twenty Mile Road</b>	<b>Retail store small selection</b>
<b>Walmart</b>	<b>Parker Road</b>	<b>Small selection and Items are locked</b>

### Our edge

Parker Health & Supplements offers a curated selection of science-backed products, while FuelHouse focuses heavily on peptides and niche items that don't meet the everyday needs of most customers. Unlike Target and Walmart, where supplements are limited, inconsistent, and often locked behind glass, our store provides an easy, personalized shopping experience with real guidance. Big retailers cannot offer expert recommendations or product education, which leaves customers guessing about what to buy. We stand out by prioritizing transparency, safety, and customer trust, giving people confidence in every product they take home. Our focus on quality and community makes us the most reliable and customer-friendly supplement option in Parker.



# APPENDICES

## APPENDIX A — SOURCES & MARKET DATA

### DEMOGRAPHIC & ECONOMIC SOURCES

- U.S. CENSUS BUREAU – PARKER, COLORADO QUICKFACTS: USED FOR POPULATION, MEDIAN INCOME, EDUCATION LEVELS, AND AGE DISTRIBUTION.
- DOUGLAS COUNTY ECONOMIC REPORTS: USED TO CONFIRM INCOME LEVELS, EDUCATION RATES, AND COMMUNITY GROWTH TRENDS.
- JOURNAL OF THE INTERNATIONAL SOCIETY OF SPORTS NUTRITION (JISSN): USED FOR NATIONAL SUPPLEMENT-USE STATISTICS AND AGE-GROUP USAGE PATTERNS.
- LOCAL GYM LANDSCAPE (PARKER, CO): PUBLIC LISTINGS FOR 24 HOUR FITNESS, PLANET FITNESS, AND INDEPENDENT GYMS USED TO ASSESS FITNESS CULTURE AND FOOT-TRAFFIC POTENTIAL.

### COMPETITIVE RESEARCH SOURCES

- FUELHOUSE PARKER: PRODUCT OFFERINGS, PEPTIDE FOCUS, AND SERVICE MODEL REVIEWED THROUGH PUBLIC WEBSITE AND CUSTOMER REVIEWS.
- TARGET & WALMART SUPPLEMENT SECTIONS: USED TO COMPARE PRODUCT VARIETY, QUALITY CONSISTENCY, AND CUSTOMER EXPERIENCE LIMITATIONS.

### FINANCIAL & PRICING SOURCES

- ALL FINANCIAL TABLES, MARGINS, AND COST STRUCTURES ARE TAKEN DIRECTLY FROM THE PARKER HEALTH & SUPPLEMENTS FINANCIAL PLAN CREATED BY THE BUSINESS OWNER.
- RETAIL PRICING AND WHOLESALE AVERAGES VERIFIED THROUGH MAJOR SUPPLEMENT DISTRIBUTORS AND COMPARABLE RETAIL STORES.

# APPENDICES

## **Product Categories Offered**

**Protein powders, pre-workouts, creatine, greens, collagen, vitamins, electrolytes, protein bars, energy drinks, and expert consultations. All products are vetted for ingredient transparency, brand reliability, and scientific support.**

## **Business Operations Summary**

**Retail storefront offering curated, research-backed supplements.**

**Expert guidance provided in-store to help customers choose safe, effective products.**

**Simple, trustworthy shopping experience designed to eliminate confusion and distrust common with online supplement brands.**

## **Team Structure**

**Owner / CEO: Dillon Coakley — operations, purchasing, partnerships, financial decisions.**

**Support Staff: Three desk attendants and one social media manager.**

**Future Hires: Dedicated restocker, assistant manager, and long-term online fulfillment staff.**

## **Marketing & Sales Highlights**

**Gym partnerships, sampling events, and community outreach.**

**Strong Instagram/TikTok presence with educational and promotional content.**

**Targeted ads aimed at Parker residents interested in fitness and wellness.**

**Loyalty programs, bundles, and future online subscriptions to drive retention.**



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JUST NEED HARD WORK.  
YOU NEED US**

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# PARKER HEALTH AND SUPPLEMENTS

COME TO PARKER HEALTH AND  
SUPPLEMENTS FOR ALL YOUR  
FITNESS NEEDS



**WHEY PROTEIN**



**CASEIN**



**VEGAN PROTEIN**



**ANIMAL PROTEIN**



**MASS GAINER**



**PROTEIN BLEND**



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<b>Income/ Revenue</b>	<b>(\$)</b> per unit	<b>Selling price</b>	<b>profit</b>
Whey Protien	\$50	\$60	\$10
Pre workout	\$40	\$55	\$15
Creatine	\$35	\$45	\$10
Energy Drinks	\$1.50	\$2	\$1
Protein Bars	\$1.50	\$2	\$1
Greens powder	\$26	\$35	\$9
Collagen Powder	\$22	\$30	\$8
Electrolytes / Hydration	\$13	\$20	\$7
Multivitamins	\$9	\$15	\$6
Supplements	\$10	\$15	\$5
Units sold yr 1	17,350		
Units sold yr 2	21,670		
Units sold yr 3	26,700		
Projected Revenue -year-1	\$245,917		
Projected Revenue -year-2	\$305,033		
Projected Revenue -year-3	\$374,382		