

NutriFIT Wellness Center

Marta Barys • Melinda Cates • Malaya Lenhoff • Ashley Porter

Business Plan

Mission & Vision



VISION



MISSION

Mission Statement

Our mission is to create healthy meals for physically active, prediabetic clients who are committed to making a tremendous lifestyle change in hopes of living a healthier life.

Vision Statement

Our vision is to assist clients in adopting a healthy lifestyle including nutrient-dense cooking methods and effective physical activity. Clients will learn these self-sustaining skills so that they can prepare healthy meals and workout regularly on their own for their entire lifetime.

Gym & Nutrition in One

- Bridging the gap between fitness and nutrition, offering both in one facility.
- Clients are able to work out in the facility and pick up healthy meals for the week.
- Meals are planned out by a Registered Dietitian to meet the prediabetic parameters (discussed later).
- Fitness facilities usually offer only fitness programs and personal trainers, but we will offer that and proper nutrition also.

Facility Features

Personal Training

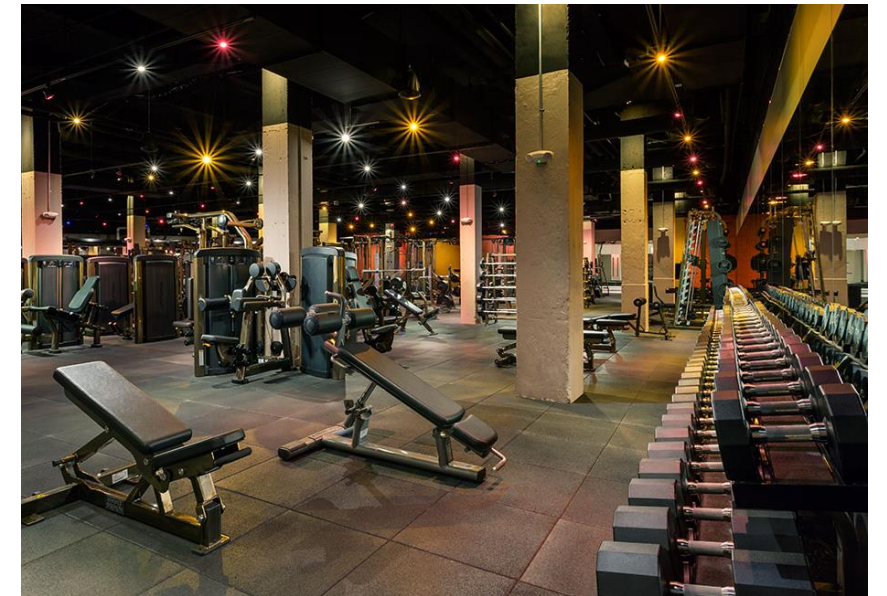
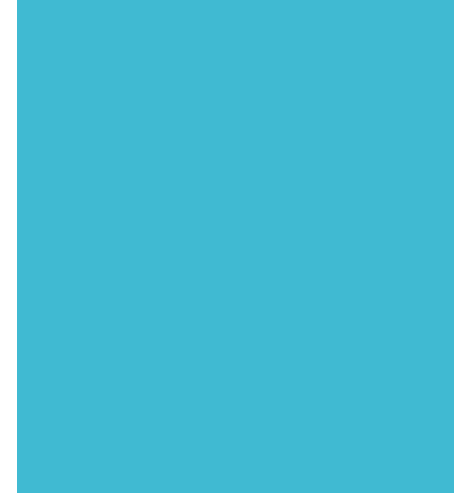
Group Fitness Classes

Cooking Classes

Massage Therapy Services

Health Counseling

Meal Planning & Preparation



Client Focus

- Men and women
- Adult age group, 21 and older
- Concerns about diabetes either from current diet or family history
- Prediabetic
- Overweight or obese



Diet Focus

- Set refined sugar limit (≤ 15 g)
- Increase fiber intake (≥ 14 g)
- Smaller meals - setting 6 a day (breakfast, lunch, dinner, 2 snacks, healthy dessert options)
- Calorie deficit (average of -500 calories a day)
- Choose healthier fats (from plant sources, avoiding saturated and trans fats)



Meal Plans

SMALL
1600-1800 kcal

MEDIUM
1800-2000 kcal

LARGE
2000-2200 kcal



Pick Your Meal

BREAKFAST

- Oatmeal
- Veggie Omelet + Side
- Crustless Asparagus & Pepper Mini Quiche
- Green Smoothie + Slice Whole Wheat Bread with Peanut Butter and Banana

SNACK

- Plain Yogurt with Toppings
- Tzatziki and Vegetables
- Yogurt with Apple and Almond Butter
 - Popcorn
- Red Bell Pepper with Mango Salsa
- Hummus with Crackers

Pick Your Meal

LUNCH

- Whole Wheat Pasta Salad
 - Lentil Chili
- Pita Bread and Garden Salad + Banana
 - Avocado BLT with Yogurt
- Pumpnickel Panini

DINNER

- Green Bowl
- Brown Rice with Salmon and Zucchini
 - Burrito Bowl
- Roasted Vegetable Enchilada Bake
- Zucchini Lasagna Skillet

Here`s What`s On This Week`s Menu:

Pick your meals based on your caloric needs

SMALL
1600-1800 kcal

MEDIUM
1800-2000 kcal

LARGE
2000-2200 kcal

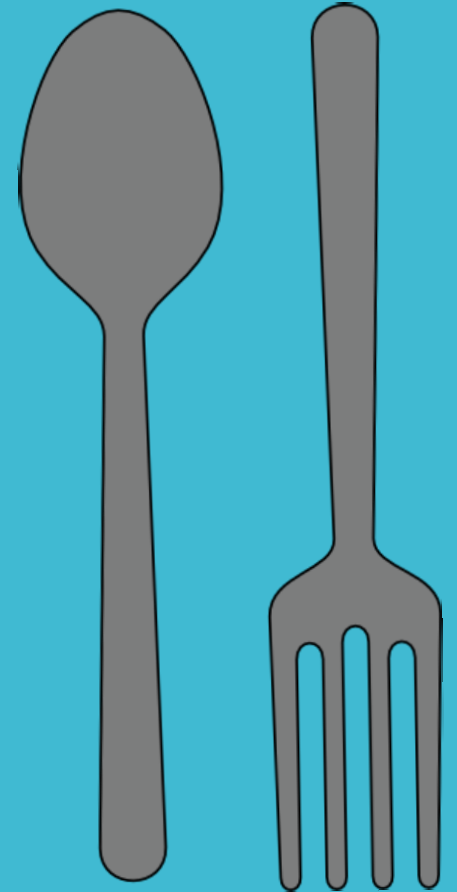
Breakfasts

- 1 Oatmeal (fresh raspberries, banana, raisins, chia seeds, almond milk)
- 2 Veggie Omelet (Parmesan cheese, spinach, tomato, basil) + Side (banana, strawberries)
- 3 Scramble Tofu (tofu, bell pepper, onion, kale) + Baked Sweet Potato + Strawberry Almond Milk Shake
- 4 Crustless Asparagus & Pepper Mini Quiche (asparagus, onion, bell pepper, eggs, milk, cheese)
- 5 Green Smoothie (spinach, blueberries, oatmeal, almond milk) + Slice Whole Wheat Bread with Peanut Butter and Banana

Snacks pick 2-3 items

- 1 Plain Yogurt with Toppings (sunflower seeds, cranberries, walnuts, pecans, unsweetened applesauce)
 - 2 Tzatziki and Vegetables (yogurt, cucumber, dill, green peppers, carrots, celery, zucchini)
 - 3 Yogurt with Apple and Almond Butter
 - 4 Popcorn
 - 5 Yogurt with Toppings (sliced almonds, flax seeds, blackberries)
 - 6 Apple with Peanut Butter
 - 7 Red Bell Pepper with Mango Salsa
 - 8 Hummus with Crackers
 - 9 Protein Pack with Vegetables (string cheese, turkey breast, cucumber, baby carrots)
 - 10 Hummus with Almonds and Baby Carrots
 - 11 Black Beans Brownie *
 - 12 Non Fat Vanilla Froyo *
 - 13 Greek Yogurt Covered Strawberries *
- * Dessert - Only One Per Week

"If You Keep Good Food In Your Fridge, You Will Eat Good Food"



Here`s What`s On This Week`s Menu:

Pick your meals based on your caloric needs

SMALL
1600-1800 kcal

MEDIUM
1800-2000 kcal

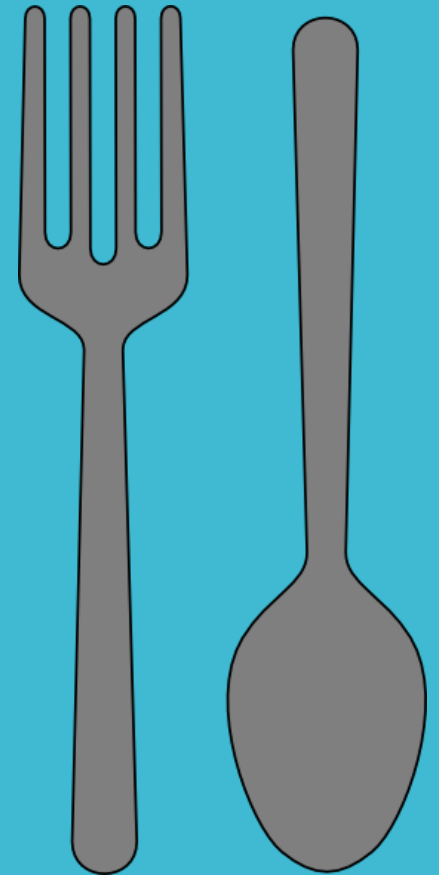
LARGE
2000-2200 kcal

Lunches

- 1 Whole Wheat Pasta Salad (tomato, tofu, carrot, soy sauce, pumpkin seeds, green pepper, red cabbage)
- 2 Lentil Chili (lentils, black and kidney beans, tomato, white onion, corn, sour cream, spices)
- 3 Pita Bread and Garden Salad (spring mix, cherry tomato, sunflower seeds, chicken breast, feta cheese) + Banana
- 4 Avocado BLT with Yogurt
- 5 Pumpernickel Panini (red pepper, arugula, goat cheese, basil leaves)

Dinners

- 1 Green Bowl (pinto beans, brown rice, lettuce, broccoli, cucumber, avocado)
- 2 Brown Rice with Salmon and Zucchini
- 3 Burrito Bowl (black beans, quinoa, cheddar cheese, tomato, green bell pepper, greek yogurt)
- 4 Roasted Vegetable Enchilada Bake (mushrooms, spinach, pinto beans, corn tortillas, pepper jack cheese, spices)
- 5 Zucchini Lasagna Skillet (zucchini, ground turkey, ricotta cheese, pamesan cheese, marinara sauce)



"If You Keep Good Food In Your Fridge, You Will Eat Good Food"



Bob Smith

- Age: 36
- Weight: 193 lb
- Height: 5' 11"
- BMI: 27
- Calorie requirements: 2,652
weight loss: 2,152
- Goals:
 - Get to a healthy BMI
 - Lose 20 lbs
 - Start healthier habits

Menu Breakdown

- **Breakfast:** 400 - 425 kcal
- **Snacks:** 300 kcal x 2 /day
- **Lunch:** 500-525 kcal
- **Dinner:** 600-625 kcal
- **Dessert:** 150 kcal twice a week
- **Total:** 2100 – 2175 kcal



	Recommended	Day 1	Day 2	Day 3	Day 4	Day 5	Average
kcal	2152	2125	2036	2292	2154	2152	2152
Fiber (g)	≥ 14	65	60	49	62	44	56
Added Sugar (g)	≤ 15	0	0	0	0	0	0
Total Fat (kcal)		680	607	673	619	643	644
	≤ 30 % total kcal	32%	30%	29%	29%	30%	30%
Sat Fat (kcal)		84	154	132	131	149	130
	< 10 % total kcal	4%	8%	6%	6%	7%	6%

ESHA Analysis



References:

Asif, M. (2014). The prevention and control the type-2 diabetes by changing lifestyle and dietary pattern. *J Educ Health Promot*. Published online 2014 Feb 21.

doi: [10.4103/2277-9531.127541](https://doi.org/10.4103/2277-9531.127541)

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