



# DIGITAL DANCE/FITNESS BUSINESS 'UNIQUE CONCEPT'

Singapore

NSW



## DIGITAL DANCE/FITNESS BUSINESS 'UNIQUE CONCEPT' (SINGAPORE) BFB3393

**HUGELY POPULAR KOREAN FITNESS WORKOUT | LOOKING FOR  
AN ASTUTE INVESTOR TO GROW EVEN FURTHER**

In a sea of fitness programs that often look and feel the same, this fitness concept stands out by positioning itself differently. A revolutionary approach that has redefined how people of all ages and backgrounds engage with fitness. This program has carved out a unique space in the industry by drawing in entirely new generations and populations, making fitness accessible and exciting for everyone.

With its successful track record in Singapore and neighbouring country Malaysia, this business has proven that its unique approach has global appeal. The owner has built an online education system for its members, making the program easily scalable. As the first fitness program to bring Pop-inspired dance moves, fashion, and storytelling to the forefront, is leading the way in a new fitness movement that is both fun and effective.

- **Established:** June 2013
- **Room to grow further:** A fun, entertaining, and truly unique fitness concept that anyone can join from anywhere in the world.
- **Internationally recognised and approved** with 8 CEUs (AFFA), (NASM) and endorsed by EMDUK.
- **Approximately 300 instructors trained annually:** Licenses are renewed yearly, providing access to exclusive online choreography material.
- **100s of classes each week:** Offered through a variety of sports clubs, community centres, gyms, schools... and more
- **Scalable system on a global level:** Designed for international expansion and adaptation.
- **Low overheads:** Profitable business model with the flexibility to work from any location.

Price

Expressions of  
Interest

Property  
Type

Business

Property ID 3393

### Agent Details

Ron Hanerfeld - +65 9695 8784  
Cameron Prosser - 0483 960 232  
BF Brokers HQ - 0388235400

### Office Details

BF Brokers Victoria  
Tooronga Village Suite 2.03, 1  
Crescent Road Glen Iris VIC 3146  
Australia  
03 8823 5400



**BF BROKERS**

Committed to Service and Integrity

- **Scalable business model:** Leverage the same innovative content in other countries to gain subscribers. Training and instruction can be done remotely with coaches around the globe

This digital business isn't just a fitness program, it's a cultural movement blending entertainment, fashion, and fitness. With endorsements from key organisations and access to government funding schemes, it is uniquely positioned to expand globally. For investors, this presents a scalable, highly marketable product with strong global appeal and an opportunity to tap into the fast-growing fitness and entertainment sectors.

Should you be interested and wish to receive further information, please complete the online Confidentiality Deed and a fully comprehensive Business Profile will be made available to you. To discuss this business or any other business opportunity in southern Asia-Pacific, please contact Ron Hanerfeld on +65 9695 8784 or write to [ron@bfbrokers.org](mailto:ron@bfbrokers.org).

*Business & Franchise Brokers brings years of experience in the sale of Health and Fitness businesses and have represented a number of independent and major brands such as Jetts Fitness, Anytime Fitness, Snap Fitness, Plus Fitness, UBX, Air Locker Training, Fernwood Fitness, World Gym, Flow ST8; FS8 & F45 Training, KX Pilates, just to name a few, plus your independent 24/7 training venues, boxing studios, PT studios, swim centres and many more.*

*NB: \*The business images shown are for illustration purposes only and may not be an exact representation of the business.*

*The above information provided has been furnished to us by the vendor/s. We have not verified whether or not that information is accurate and do not have any belief in one way or the other in its accuracy. We do not accept any responsibility to any person for its accuracy and do no more than pass it on. All interested parties should make and rely upon their own inquiries in order to determine whether or not this information is in fact accurate.*