

Pilates Studio Startup Manual

COMPLETE GUIDE TO OPENING YOUR STUDIO IN THAILAND

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Complete Guide to Opening Your Studio in Thailand

[Chairit Smittee] | [2026]

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Section 1: Foundation

1.1 Introduction: The Thai Pilates Opportunity

Dear Future Studio Owner,

You're reading this manual because you recognize something exciting: Pilates in Thailand is at a tipping point. The market has moved beyond early adoption—we're now seeing mainstream acceptance, with professionals, expats, and health-conscious Thais actively seeking quality studios.

But here's the reality: successful studios aren't built on passion alone. They're built on:

- **Smart space planning** (every square meter must earn its keep)
- **Strategic equipment selection** (quality where it matters, savings where it doesn't)
- **Systems that scale** (so you're not working 80-hour weeks forever)

This manual condenses everything I've learned from successful studio launches—and expensive mistakes I've watched others make. The floor plans, financial models, and timelines here are battle-tested in the Thai market.

Your investment in this information is tiny compared to what you'll save in avoided mistakes. Use it thoroughly.

Let's build something beautiful.

— Your Guide to Studio Success

1.2 About This Manual

How to Use This Resource

Section	Best Used	Time Investment
Foundation	Read once, internalize	1 hour
Space Planning	Reference during site search	Ongoing
Equipment	Use during budgeting & ordering	2-3 hours
Financials	Update with your actual numbers	3-4 hours
Launch Timeline	Follow step-by-step	47 days
Operations	Revisit quarterly	Ongoing

 **THAI LOCALIZATION NOTE:** Sections marked with this icon contain Thailand-specific information (pricing, legal requirements, local suppliers). These will need minimal adjustment for translation.

1.3 The 12 Key Success Factors

Your studio compass—return to these when decisions get hard.

#	Factor	Why It Matters	Quick Win
1	Community	Clients return for connection, not just exercise	Create a welcome ritual for new clients
2	Instructor Quality	Your instructors ARE your product	Pay above market, train continuously
3	Visual Proof	Before/after photos convert better than words	Start documenting Day 1
4	Smart Pricing	Too cheap = unsustainable, too high = empty	Package pricing with expiry dates
5	Systems	Manual processes don't scale	Use booking software from Day 1
6	Location	Convenience beats destination	10-min radius from target clients
7	Retention	80% of revenue from 20% of clients	12-week transformation programs
8	Cleanliness	Non-negotiable in wellness	Scent signature + visible cleaning
9	Niche	"Everyone" means no one	Specialize (prenatal, athletes, rehab)
10	Financial Discipline	Cash flow is king	Separate personal/business accounts
11	Adaptability	Market changes fast	Quarterly strategy reviews
12	Self-Care	You can't pour from empty	Schedule your own sessions

Section 2: Space & Facility Planning

2.1 Space Calculation Formula

The Golden Formula

Minimum Square Meters = (Reformers × 3.5) + Apparatus Space + Reception + Storage

Detailed Breakdown

Element	Calculation Method	Example (6 Reformers)
Reformers	3.5 sqm each (includes instructor access)	21 sqm
Cadillac/Tower	6-8 sqm	7 sqm
Chair	3-4 sqm	3 sqm
Barrel/Ladder	4-5 sqm	4 sqm
Reception	8-12 sqm	10 sqm
Storage	0.5 sqm per 20 active clients	2 sqm
TOTAL		47 sqm minimum

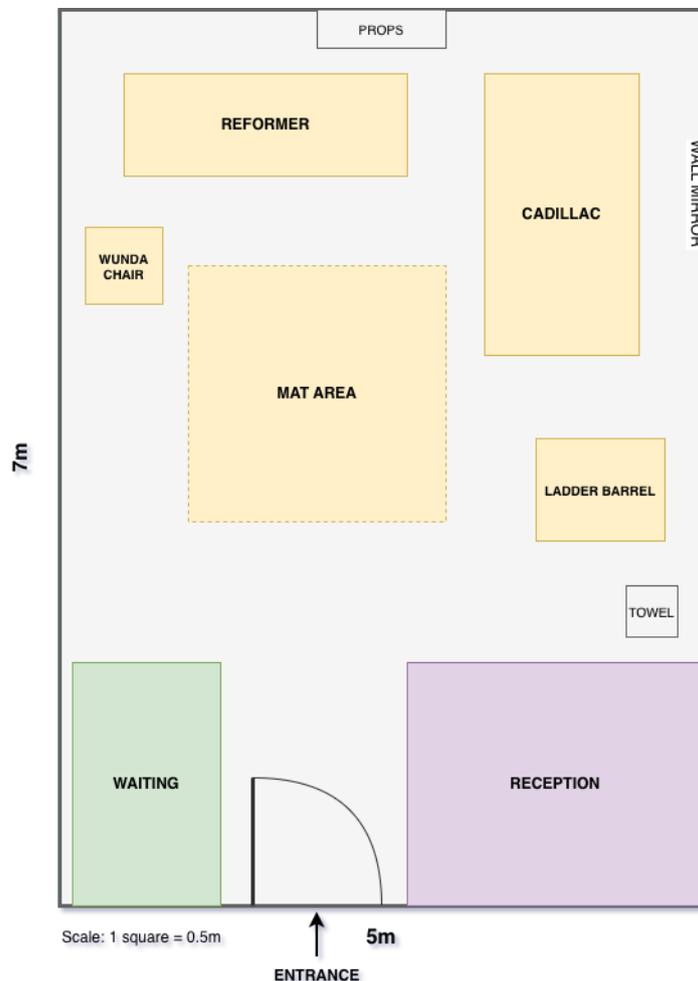
Critical Measurements

Requirement	Minimum	Ideal	Notes
Ceiling Height	2.4m	2.7m+	For jump board, cadillac hanging straps
Door Width	90cm	120cm	Equipment delivery access
Electrical	Standard outlets	Dedicated circuits	Reformers need consistent power
Flooring	6mm commercial rubber	8mm w/ cork underlay	Shock absorption, warmth

2.2 Studio Floor Plans

Small Studio: 35 sqm (5×7m)

Perfect for: First-time owners, high-rent locations, personal training focus



Layout Features:

- **Equipment Zone:** 1 reformer, 1 cadillac, ladder barrel, wunda chair
- **Mat Area:** Flexible space for floor work and stretching
- **Reception:** Compact front desk with client view of entire studio
- **Waiting Area:** Small seating area with shoe storage
- **Storage:** Wall-mounted props storage for maximum space efficiency

Capacity: 4 clients max (2 reformers + 2 mat)

Instructor View: Can see all clients from any position

Best Use: Boutique personal training, mobile studio starting point

Key Measurements:

- Total dimensions: 5m × 7m
- Equipment spacing: 80cm minimum between pieces
- Clear pathways: 100cm instructor movement
- Ceiling requirement: 2.4m minimum for cadillac

📍 **THAI LOCALIZATION NOTE:** This layout works well in shophouse ground floors or small commercial spaces common in Thai cities. The compact design maximizes revenue per square meter—critical for high-rent locations like Sukhumvit or Silom areas.

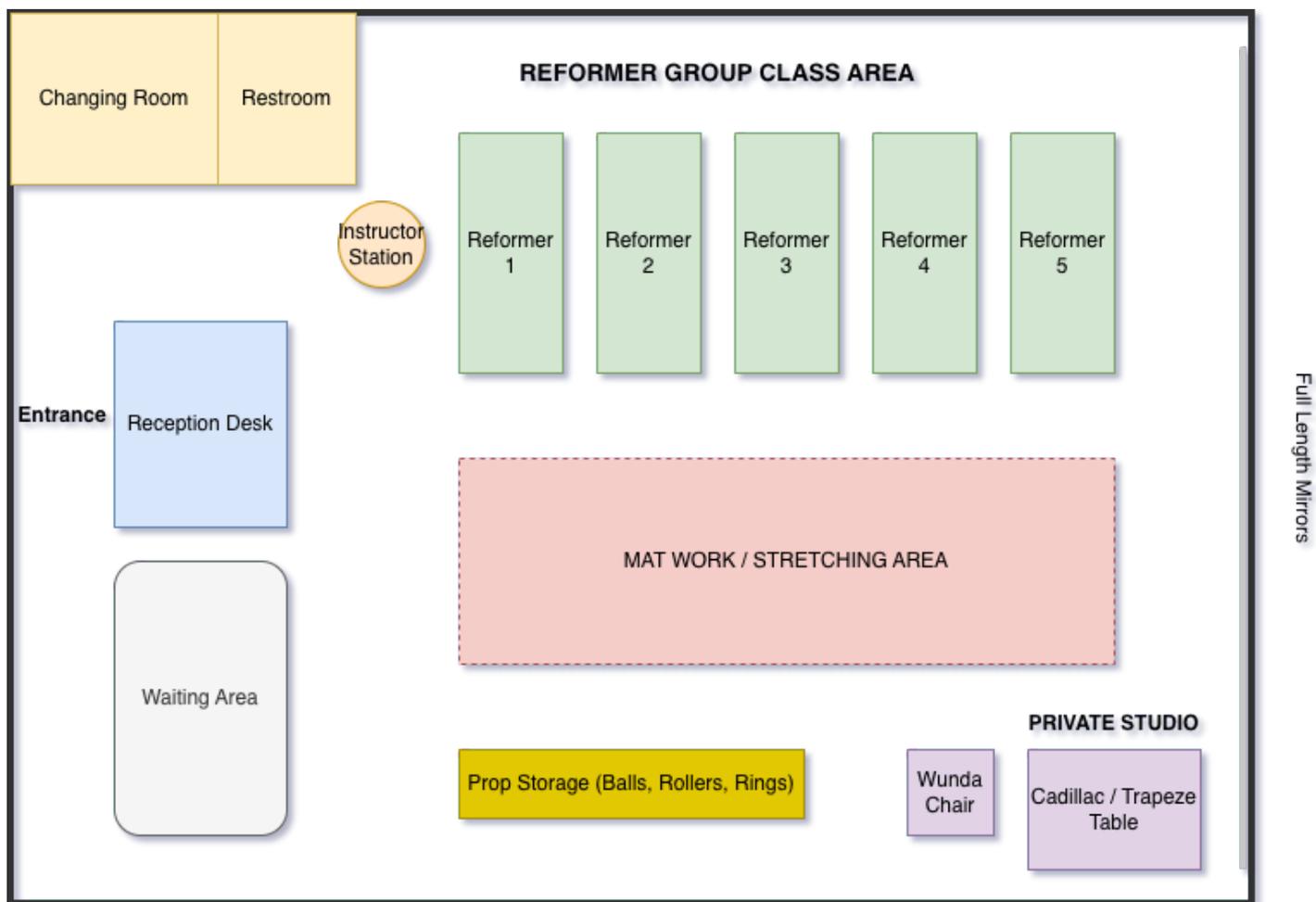
Capacity: 4 clients max (2 reformers + 2 mat)

Instructor View: Can see all clients from any position

Best Use: Boutique personal training, mobile studio starting point

Medium Studio: 70 sqm (6×12m)

Perfect for: Full-service studio, mixed equipment, group classes



Layout Features:

- **Equipment Zone:** 5 reformers in parallel formation for group classes, plus private studio with cadillac/trapeze table and wunda chair
- **Mat Area:** Dedicated flexible space for floor work, stretching, and mat-based classes
- **Reception:** Front desk with clear sightlines to main studio area
- **Waiting Area:** Comfortable seating with natural flow to practice areas
- **Changing Room & Restroom:** Separate facilities for client convenience
- **Storage:** Centralized prop storage (balls, rollers, rings) with easy instructor access
- **Private Studio:** Separate room for one-on-one sessions and specialized apparatus work

Key Measurements:

- Total dimensions: 6m × 12m
- Reformer spacing: 80cm between units for safe movement
- Clear pathways: 120cm main instructor aisle
- Private studio: 3m × 3m for apparatus work
- Ceiling requirement: 2.4m minimum throughout

📍 **THAI LOCALIZATION NOTE:** This layout maximizes the popular shophouse format common in Thai commercial areas. The separate private studio allows for premium

pricing while group classes generate volume revenue. The changing room addresses Thai cultural preferences for privacy.

Capacity: 8-10 clients (5 reformers + apparatus rotation)

Instructor Pathway: Clear 120cm main aisle with central instructor station

Best Use: Mixed income streams (private + group + equipment), teacher training preparation [FLOOR PLAN IMAGE PLACEHOLDER]

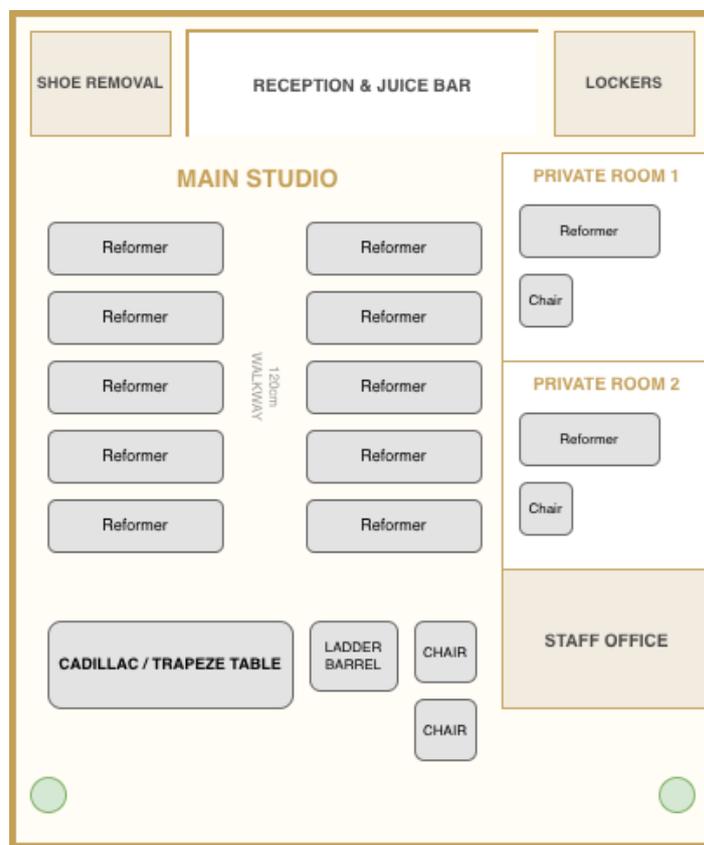
Capacity: 8-10 clients (6 reformers + apparatus rotation)

Instructor Pathway: Clear 120cm main aisle

Best Use: Mixed income streams (private + group + equipment)

Large Studio: 120 sqm (10×12m)

Perfect for: Flagship location, teacher training, multiple revenue streams



Layout Features:

- **Main Studio:** 10 reformers arranged in two columns of 5 for maximum group class efficiency
- **Private Rooms:** Two separate 3m × 4m rooms, each with reformer and chair for premium one-on-one sessions
- **Equipment Zone:** Centralized cadillac/trapeze table with ladder barrel and chairs for apparatus rotation
- **Reception & Juice Bar:** Combined front desk and refreshment area to maximize revenue per square meter

- **Changing Facilities:** Separate lockers and changing area with direct access to practice space
- **Staff Office:** Dedicated space for administrative work, instructor meetings, and storage of business materials
- **Shoe Removal Zone:** Spacious entry area with bench seating and organized storage

Key Measurements:

- Total dimensions: 10m × 12m
- Reformer spacing: 80cm between units in main studio
- Clear pathways: 150cm central instructor corridor for easy movement during large classes
- Private rooms: 3m × 4m each for comfortable apparatus work
- Ceiling requirement: 2.4m minimum throughout, 2.6m preferred for cadillac area

📌 **THAI LOCALIZATION NOTE:** This layout is ideal for ground floor commercial spaces or converted shophouses in prime Bangkok locations. The dual private rooms allow for simultaneous premium sessions while group classes generate volume revenue. The juice bar component appeals to Thai wellness culture and provides additional income streams.

Capacity: 20+ clients (10 reformers in main studio + 2 private sessions + apparatus rotation)

Revenue Streams: 4 simultaneous sessions possible (main class + 2 privates + apparatus group)

Best Use: High-volume operations, teacher training programs, corporate wellness contracts[FLOOR PLAN IMAGE PLACEHOLDER]

Capacity: 20+ clients (14 reformers + private rooms + group area)

Revenue Streams: 4 simultaneous sessions possible

Best Use: High-volume, teacher training, corporate clients

2.3 Critical Clearances & Instructor Pathways

Mandatory Spacing Requirements

Equipment	Side Clearance	End Clearance	Notes
Reformer	80cm min	120cm min	Instructor access both sides
Cadillac	100cm all sides	120cm front	For hanging exercises
Chair	80cm all sides	n/a	Spotting access
Mat	60cm between	100cm ends	Partner exercises

📌 **THAI LOCALIZATION NOTE:** Thai commercial buildings often have columns every 4-5 meters. Always measure actual column spacing—don't trust floor plans. A column in the wrong place can eliminate 2 reformers.

2.4 Ceiling Heights & Ventilation

Ceiling Requirements by Equipment

Equipment	Minimum Height	Ideal Height	Thai Consideration
Reformer only	2.4m	2.4m	Standard condos work
Cadillac (hanging)	2.7m	3.0m	Look for double-height spaces
Jump Board	2.4m	2.7m	Measure actual clearance
Trapeze Table	2.7m	3.0m	Needs full arm extension

Air Conditioning Requirements

Studio Size	BTU Requirement	Units	Placement
Small (35 sqm)	36,000-48,000	2 units	Opposite ends
Medium (70 sqm)	72,000-96,000	3-4 units	Even distribution
Large (120 sqm)	120,000-144,000	5-6 units	Zoned control

Critical: No direct airflow over reformers—clients get cold during exercises. Install diffusers.

2.5 Storage Solutions & Shoe Zone Protocol

Storage Requirements

Item	Storage Method	Space Needed
Small props (rings, balls)	Wall-mounted bins	1 sqm
Mats (rolled)	Vertical rack	1.5 sqm per 20
Blankets/towels	Open shelving	1 sqm per 30
Cleaning supplies	Locked cabinet	1 sqm
Retail inventory	Glass display	2 sqm

The Non-Negotiable Shoe Zone

ENTRY → SHOE REMOVAL → HAND SANITIZER → PRACTICE SPACE (Bench + cubbies)

Requirements:

- Bench seating for 4 minimum
 - Individual cubbies (numbered)
 - Visible from reception
 - Floor material different from practice area
-

Section 3: Equipment

3.1 Equipment Selection Strategy

Quality vs. Budget Decision Matrix

Equipment	Invest	Save	Why
Reformers	✓		Primary revenue generator, client experience
Springs	✓		Safety, consistency, replacement cost
Cadillac		✓	Used less frequently, can upgrade later
Chairs		✓	Quality gap smaller than reformers
Mats	✓		Client comfort, durability
Small props		✓	Easily replaced, low impact

📍 **Thailand Sourcing Note:** Chinese manufacturing quality has improved significantly. The 20-day shipping timeline assumes Chinese sourcing. European equipment requires 3-4 month lead time—plan accordingly.

3.2 Starter Package: ฿250,000–450,000

For small studio or first location

Item	Quantity	Budget Option	Premium Option	Notes
Reformer (standard)	2-3	฿55,000 each	฿95,000 each	Wood vs. aluminum frame
Mat (6mm)	6-8	฿1,500	฿3,500	Density matters
Small props set	1 kit	฿8,000	฿15,000	Balls, rings, straps
Wall system	1	฿25,000	฿45,000	Optional but valuable
Instructor chair	1	฿6,000	฿12,000	For spotting
Storage solutions	As needed	฿10,000	฿25,000	Shelving, bins
TOTAL		฿250,000	฿450,000	

Best For: Startups, home studios, mobile operators, testing a market

3.3 Add-on Package: ฿150,000–350,000

Expanding your offerings

Item	Quantity	Budget Option	Premium Option	Notes
Cadillac/Tower	1	฿85,000	฿145,000	Reformer-compatible?
Chair	1	฿32,000	฿58,000	Wunda vs. combo
Spine Corrector	1-2	฿8,000	฿15,000	Small barrel
Ladder Barrel	1	฿28,000	฿45,000	Space intensive
Additional reformers	2-4	฿110,000	฿190,000	Match existing
TOTAL		฿150,000	฿350,000	

Best For: Established studios adding variety, physical therapy integration

3.4 Hotel/Spa Package: Special Considerations

For hospitality clients

Consideration	Requirement	Cost Impact
Marine-grade materials	Stainless hardware, sealed wood	+30-50%
Space-saving designs	Folding reformers, wall mounts	+20%
Quick-clean surfaces	Non-porous, anti-microbial	+15%
Visual appeal	Designer finishes	+25%
Mobile storage	Lockable cabinets	+10%

Typical Package: ฿350,000–600,000 for 2-3 reformers + accessories

Key Difference: Hotel clients pay premium but expect zero maintenance issues. Don't compromise on quality.

3.5 7 Common Equipment Mistakes

#	Mistake	Consequence	Prevention
1	Cheap reformers	Wobbly, bad experience, injuries	Test ride everything personally
2	Wrong springs	Inconsistent resistance, wear out fast	Buy from reputable source
3	No spare parts	Downtime when something breaks	Order 1 extra of each spring type
4	Poor layout	Can't access clients	Use 80cm rule religiously
5	Ignoring weight limits	Equipment failure	Post limits visibly
6	Vinyl over wood	Sweat stains, slippery	Commercial-grade upholstery
7	No maintenance plan	Creaky, dirty equipment	Weekly checklists

Section 4: Financial Projections

4.1 Complete Investment Breakdown

Small Studio (35 sqm)

Category	Item	Cost (฿)	Notes
Equipment	2 reformers + props	290,000	Starter package
Renovation	Flooring, paint, lighting	180,000	DIY where possible
Furniture	Reception, storage	45,000	IKEA solutions
Tech	Software, sound, wifi	35,000	Booking system
Marketing	Launch campaign	40,000	Social + local ads
Legal	Company registration	25,000	Includes permits
Working Capital	3 months runway	285,000	Rent + salary
TOTAL		900,000	

Medium Studio (70 sqm)

Category	Item	Cost (฿)	Notes
Equipment	6 reformers + apparatus	680,000	Mix starter + add-on
Renovation	Full build-out	450,000	Professional contractor
Furniture	Reception, lockers	120,000	Custom options
Tech	Full system	60,000	Camera, access control
Marketing	Launch + branding	100,000	Professional photos
Legal	Full registrations	40,000	
Working Capital	3 months runway	650,000	Staff salaries
TOTAL		2,100,000	

Large Studio (120 sqm)

Category	Item	Cost (฿)	Notes
Equipment	14 reformers + full suite	1,450,000	All packages combined
Renovation	Premium build	1,200,000	Architect designed
Furniture	Juice bar, premium lockers	350,000	
Tech	Enterprise system	120,000	Member app
Marketing	Full campaign	200,000	Video content
Legal	Multiple permits	75,000	
Working Capital	3 months runway	1,555,000	Full staff
TOTAL		4,950,000	

4.2 Revenue Projections

Monthly Revenue Potential (Stabilized Month 6)

Revenue Stream	Small	Medium	Large
Private sessions	45,000	120,000	280,000
Group classes	35,000	180,000	420,000
Equipment rentals	-		

Equipment Packages (continued)

Starter Package: ฿250,000–450,000

Item	Quantity	Budget Option	Premium Option	Notes
Reformer	2-3	฿55,000 each	฿95,000 each	Wood vs. aluminum frame
Mat (6mm)	6-8	฿1,500	฿3,500	Density matters
Small Props Set	1 kit	฿8,000	฿15,000	Balls, rings, straps
Wall System	1	฿25,000	฿45,000	Optional
Instructor Chair	1	฿6,000	฿12,000	For spotting
Storage Solutions	As needed	฿10,000	฿25,000	Shelving, bins
TOTAL		฿250,000	฿450,000	

Best For: Startups, home studios, testing a market

Add-on Package: ฿150,000–350,000

Item	Quantity	Budget Option	Premium Option	Notes
Cadillac/Tower	1	฿85,000	฿145,000	Reformer-compatible?
Chair	1	฿32,000	฿58,000	Wunda vs. combo
Spine Corrector	1-2	฿8,000	฿15,000	Small barrel
Ladder Barrel	1	฿28,000	฿45,000	Space intensive
Additional Reformers	2-4	฿110,000	฿190,000	Match existing
TOTAL		฿150,000	฿350,000	

Best For: Established studios adding variety

Hotel/Spa Package: Special Considerations

Consideration	Requirement	Cost Impact
Marine-grade materials	Stainless hardware, sealed wood	+30-50%
Space-saving designs	Folding reformers, wall mounts	+20%
Quick-clean surfaces	Non-porous, anti-microbial	+15%
Visual appeal	Designer finishes	+25%
Mobile storage	Lockable cabinets	+10%

Typical Package: ฿350,000–600,000 for 2-3 reformers + accessories

7 Common Equipment Mistakes

#	Mistake	Consequence	Prevention
1	Cheap reformers	Wobbly, bad experience	Test ride personally
2	Wrong springs	Inconsistent resistance	Buy from reputable source
3	No spare parts	Downtime	Order 1 extra of each spring
4	Poor layout	Can't access clients	Use 80cm clearance rule
5	Ignoring weight limits	Equipment failure	Post limits visibly
6	Vinyl over wood	Sweat stains, slippery	Commercial-grade upholstery
7	No maintenance plan	Creaky, dirty equipment	Weekly checklists

Financial Projections (Detailed)

Complete Investment Breakdown

Small Studio (35 sqm)

Category	Item	Cost (฿)
Equipment	2 reformers + props	290,000
Renovation	Flooring, paint, lighting	180,000
Furniture	Reception, storage	45,000
Tech	Software, sound, wifi	35,000
Marketing	Launch campaign	40,000
Legal	Company registration	25,000
Working Capital	3 months runway	285,000
TOTAL		900,000

Medium Studio (70 sqm)

Category	Item	Cost (฿)
Equipment	6 reformers + apparatus	680,000
Renovation	Full build-out	450,000
Furniture	Reception, lockers	120,000
Tech	Full system	60,000
Marketing	Launch + branding	100,000
Legal	Full registrations	40,000
Working Capital	3 months runway	650,000
TOTAL		2,100,000

Large Studio (120 sqm)

Category	Item	Cost (฿)
Equipment	14 reformers + full suite	1,450,000
Renovation	Premium build	1,200,000
Furniture	Juice bar, premium lockers	350,000
Tech	Enterprise system	120,000
Marketing	Full campaign	200,000
Legal	Multiple permits	75,000
Working Capital	3 months runway	1,555,000
TOTAL		4,950,000

Payback Period Analysis

Small Studio

Metric	Conservative	Realistic	Optimistic
Investment	฿900,000	฿900,000	฿900,000
Monthly Revenue	฿85,000	฿120,000	฿150,000
Monthly Costs	฿78,000	฿85,000	฿95,000
Monthly Profit	฿7,000	฿35,000	฿55,000
Payback Period	128 months	26 months	16 months
ROI (Year 1)	9%	47%	73%

Medium Studio

Metric	Value
Investment	฿2,100,000
Monthly Revenue	฿340,000
Monthly Costs	฿274,000
Monthly Profit	฿66,000
Payback Period	32 months
ROI (Year 1)	38%

Large Studio

Metric	Value
Investment	฿4,950,000
Monthly Revenue	฿925,000
Monthly Costs	฿685,000
Monthly Profit	฿240,000
Payback Period	21 months
ROI (Year 1)	58%

Monthly Operating Costs Template

Expense Category	Your Estimate	Actual Month 1	Actual Month 3	Notes
Rent				Include common area fees
Utilities				Water, electric, internet
Instructor salaries				Base + commission
Admin/management				
Cleaning				
Equipment maintenance				1-2% of equipment value
Marketing				5-10% of revenue
Insurance				
Software subscriptions				
Retail cost of goods				40-50% of retail price
Miscellaneous				
TOTAL				

Launch Timeline (Detailed)

Week-by-Week Action Items

Week 1-2: Legal & Location

Day	Task
1	Company registration (DBD)
2	Open business bank account
3	Draft lease term sheet
4-6	View 5-7 potential locations
7	Compare options, decide
8	Sign lease, pay deposit
9	Begin renovation quotes
10-14	Finalize renovation plan

Week 3-4: Ordering & Renovation

Day	Task
15	Final equipment list
16	Get final quotes
17	Compare suppliers
18	PLACE EQUIPMENT ORDER
19	Renovation begins
20-25	Weekly site visits
26	Check equipment shipping

Week 5-6: Finishing & Installation

Day	Task
27-30	Painting, flooring
31-35	Furniture assembly
36	Track equipment arrival
37	Customs clearance
38	Equipment delivery
39-40	Installation
41	Test all equipment
42-43	Deep clean

Week 7: Launch

Day	Task
44	Soft launch begins
45	Collect feedback
46	Adjust as needed
47	GRAND OPENING

Critical Path Checklist

Legal & Permits:

- Company registration (DBD)
- VAT registration (if over 1.8M revenue)
- Building permit for renovations
- Signage permit
- Fire safety inspection
- Insurance (liability + equipment)

Soft Launch Strategy

Day	Focus	Invitees	Goal
44	Industry insiders	Instructors, gym owners	Feedback, referrals
45	Influencers	Bloggers, media	Content creation
46	Ideal clients	20 target clients	Test experience

Operations & Growth (Continued)

Client Retention Systems

The 90-Day Onboarding

Week	Touchpoint	Goal
0	Welcome email + intake form	Gather goals
1	First session + photo	Baseline
2	Check-in call/text	Early feedback
4	Progress photo	Visual proof
6	Referral ask	Growth
8	Goal review	Adjust
12	Milestone celebration	Retention

Monthly Retention Metrics

Metric	Good	Great	Action if Below
30-day retention	60%	80%+	Check onboarding
90-day retention	40%	60%+	Review programming
Annual churn	<30%	<15%	Exit interviews

Community Building Tactics

Tactic	Cost	Time	Impact
Monthly member breakfast	฿500	2 hrs	High
Client of the month feature	Free	1 hr	Medium
Birthday recognition	Free	30 min	High
Private FB group	Free	2 hrs/week	Medium
Referral rewards	฿1,000/mo	1 hr	Very High
Seasonal challenges	฿2,000	5 hrs	High
Client appreciation night	฿3,000	4 hrs	High

Visual Proof: Marketing That Works

Content Type	How Often	Where to Use
Before/after photos	Weekly	Instagram, website
Client testimonials	Monthly	Ads, flyers
Instructor spotlights	Bi-weekly	Social, email
Studio transformation	Once	Launch content
Behind the scenes	Weekly	Stories
Exercise tutorials	Weekly	YouTube, Reels

Appendix: Quick Reference

Emergency Contacts

- Equipment supplier: [_____]
- Emergency maintenance: [_____]
- Insurance agent: [_____]
- Legal advisor: [_____]

Monthly Maintenance Checklist

- Week 1: Deep clean all reformers, check springs
- Week 2: Clean cadillac/tower, check cables
- Week 3: Inspect all small props, replace worn
- Week 4: Full studio deep clean, inventory check

Key Measurements at a Glance

- Reformer spacing: 80cm sides, 120cm ends
- Ceiling minimum: 2.4m
- Mat spacing: 60cm between
- Storage: 0.5 sqm per 20 clients

Final Page

Thank You

This manual represents hundreds of hours of research and real-world experience in the Thai Pilates market.

For consulting, custom floor plans, or group training:

[YOUR NAME]

[YOUR CONTACT INFORMATION]

[YOUR WEBSITE]

[YOUR EMAIL]

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