



**UNIVERSITI TEKNOLOGI MARA
SABAH BRANCH CAMPUS
KOTA KINABALU SABAH**

**ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP**

QUIKCLIMB ROCK GYM



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QuikClimb Rock Gym,
University Apartment,
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Kota Kinabalu, Sabah.

Pn. Emelda Gisip,
Coordinator of MEDEC,
UiTM Kota Kinabalu,
Sabah.

Madam,

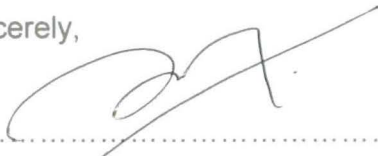
Submission Of Business Plan For December-May 2010

As mentioned above, our company QuikClimb Rock Gym is going to submit this business plan proposal to you.

This business plan has been prepared according to the format and all instructions given. We hope that all the benefits that we gained in preparing this business plan will be useful and this business itself could be practiced in the future. Any advises or comment on this plan will be highly appreciated.

Thank You.

Sincerely,



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(AZMAN BIN AZLAN)

General Manager
QuikClimb Rock Gym



1.0 INTRODUCTION

In recent years, rock or wall climbing has gone from extreme to mainstream. Every year, more and more people are trying this fun, adventurous sport. Our business, QuikClimb Rock Gym plans to take advantage of this rapid growth by being the first and only climbing gym in Sabah.

People in nearly all demographics can and do climb; therefore, it is realistic to use this figure as a starting point for the potential climbing customer market. The key to QuikClimb Rock Gym's success will be to make indoor climbing appealing to the largest cross section of population. This will be achieved through the following means:

- Creating an ultra-safe environment with properly trained staff.
- Making the gym group friendly.
- Providing the new climber with instruction and encouragement.
- Ensuring that the 'fun factor' is high in order to generate strong word of mouth marketing.

More and more Malaysians are looking to pay for experiences rather than just products. QuikClimb Rock Gym will focus on providing each customer with an experience that will make them want to come back for more. QuikClimb Rock Gym will bring unique skills to the company with expertise in building design and construction, and over ten years in the climbing gym industry.

Climbing gyms have high start-up costs; however, once built, they enjoy extremely low cost of sales. These high margins will allow QuikClimb Rock Gym to generate strong profits during its first 12 months of operation.

Quikclimb Rock Gym's mission is to provide patrons of all ages a fun, safe environment in which to exercise, socialize, and gain new climbing skills. By focusing on these fundamental qualities, the friendly and knowledgeable staff will create an environment that is welcoming to wanting to try climbing for the first time as well as the experienced climber.



2.0 BUSINESS PLAN PURPOSES

This business plan is prepared by QuikClimb Rock Gym for the purpose of:

- a) To obtain a working capital loan from Bank Islam for the amount of RM 100 000.
- b) As a guideline in managing our business.
- c) To evaluate the feasibility of the business project and growth potential.
- d) To fulfill the requirements of the ENT300 subject.