



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

GYM JUNKIES

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EXECUTIVE SUMMARY

Gym Junkies is a start up fitness service centre establishment located in Suria Shopping Mall. Gym Junkies expects to catch the interest of a regular loyal customer base with its broad variety of fitness services. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. Gym Junkies aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

Our fitness centre incorporated in Kota Kinabalu and is equally owned and managed by its five partners. Each of the partners has the expertise in their field. Muhd, Arif Firdaus, the General Manager of Gym Junkies are being accompanied by four other partners, that is Nur Hidayah as Administrative Manager, Nur Ashima the Marketing Manager, Precious Chikita as Operational Manager and Shirley Lojumin, the Financial Manager. The company intends to hire nine employees, which include five gym trainers and four zumba and yoga instructors.

Gym Junkies offers a broad range of fitness equipment, all from high quality machine. Gym Junkies also provide other equipment for each of the service available. For example, yoga mat for yoga class will be provided and customers need not to worry about forgetting to bring their own mat. Not only that, a mini store is also provided where bunch of gym equipment are being sell there.

We are keen to establish a large regular customer base, and will therefore concentrate our business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. High visibility and competitive service are critical to capture this segment of the market. And we expect to raise our profit of 20% each of every month.

INTRODUCTION

Gym Junkies is a business base on providing services, which we provide gym and fitness centre services. We decided to start this business in the fourth quarter of this year that is in the month of October. Our company consists of five partners that are also the shareholders in Gym Junkies, which include Muhd. Arif Firdaus, the General Manager, Nur Hidayah Abd. Rahman as the Administrative Manager, Nur Ashima Malek, Marketing Manager, Precious Chikita Inin as Operational Manager and lastly is Shirly Lojumin as our Financial Manager.

We choose gym service as our business is because most of us, the partners in this company involve in the sports industry during our school and university life. Basically, a part of the partners are very active in sports. We have the experience in this industry, and we are very interested in sports. That is mainly the reason why we choose gym as our business. We wanted to give and share our knowledge in this industry to the people who enjoy sports as much as we do.

Apart from providing gym services and fitness facilities, we also provide other services such as Zumba class, Yoga class and Mixed Martial Arts (MMA). The trainers and instructors that we hired are among the best and licensed trainer that have involved in this area for almost 10 years. Our customer can enjoy the packages that we have and they may pick the personal trainer themselves.

Other than that, we also have other side businesses, which we have a mini store in our premises. This mini store is a place for rest and may also be a waiting area for our customer. In the store, we are selling energy drinks, and also a little snack. Not only that, we also selling gym equipment in that store. For example, dumbbell, yoga mate, zumba outfit and other related things.

PURPOSE OF BUSINESS

Basically, the purpose of our business is to give a better gym services than what are available and provided by other gym out there. We are keen to give our best services by providing a proper and appropriate fitness services, with complete and advance equipment. Not to forget, we are also trying to give the best gym environment for our future customers so that they can feel the comfort while enjoying our services. This is also to ensure that the customers are having a good time and satisfied with the service we provide.

We decided to prepare this Business Proposal because we are trying to get financial aid from the financial institute.and bank out there. To start this business, we need a large amount of money so that we can run our business smoothly.

Not only that, having a proper business plan also helps us in providing guides for the organization in all major operational aspects. By having proper planning, we can manage our company in a proper manner and business will run smoothly.