



UNIVERSITI TEKNOLOGI MARA (UiTM)

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

CUPCAKES FITNESS CENTER

BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

This business is based on partnership where it consists of four (4) partners. Each partner holds a specific position which is General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted RM

CUPCAKES FITNESS CENTER is a business that giving and providing healthy service such as dance class as well as serving cupcakes to the customers. This business is one of a kind, where we are promoting a unique way of preserving healthy life. The main focus of the business is women of all ages that interested in practicing healthy life style, but at the same time still be able to eat sweet cupcakes.

The business is expected to commence on 2013, with the aim to be the first well-established female fitness center in Malaysia. We are committed to give quality and high standards of services in order of giving satisfaction to the customers, thus enabling the business to attract more customers and furthermore expanding the business in the near future.

We are expecting that this business will be well developed in the near future since there are no businesses available in the industry which offers the same kind with the services that this business provide. This is a great advantage that enables this business to be more profitable and stable in the long run since there are no direct competitors available in the industry.

1.5 BUSINESS LOGO

1.2 VISION

To be one of the leading fitness centers in the industry through providing high commitment and standards in our service and promotes a healthy life style to our members, at the same time provides them with delicious cupcakes.

1.3 MISSION

To provide an enjoyable experience to our clients in terms of environment and activities that will satisfy them in achieving their goals to have a healthy and quality life.

1.4 OBJECTIVES

- 1) To be the first well-established female fitness center in Malaysia
- 2) Introduce a new line of service business, which is the combination of serving sweet and healthy foods and providing health care center.
- 3) To generate more sales in order to gain more income.