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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN ACCOUNTANCY (AC110)**

**AC1105A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**MONSTER ARENA FITNESS CENTRE**

**PREPARED FOR:**

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**LETTER OF SUBMISSION**

Diploma in Accountancy (AC110)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

24 JANUARY 2021

Sir Mohd Aidil Riduan Bin Awang Kader  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Sir,

**Submission of the Business Plan (ENT 300)**

Attached is the business plan title “**MONSTER ARENA FITNESS CENTRE – A FITNESS CENTRE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
Muhammad Shahril Nazim Bin Samsuri  
General Manager

## **ACKNOWLEDGEMENT**

First of all, Alhamdulillah we have finish this report nicely. We are deeply grateful for all the blessing that Allah S.W.T gave us through this project. We thank Allah S.W.T for easing our work through this project and help us finish our report nicely.

Secondly, we want to thank our lecturer Sir Mohamad Kamil Arif Bin Dato' Khalid for all his guidance and help throughout the whole process of this project. Without his assistance, we definitely could not finish this report. Also without his guidance we would feel lost and disoriented. Thank you for assist us from the beginning until we finish this project. His kindness for giving us knowledge and help are very much appreciates.

Thirdly, thanks to our family that keep on giving moral support as this project is been done during the time where we need to have class from home and it is a bit stressing for us but we got to go through it with our family support.

Lastly, we want to thanks our friends who also have their own project but still help us with some questions regarding certain topics. We also want to thanks each of us for the dedication to finish this report on time.

Together with everyone support we managed to complete this assignment and gain lots of knowledge in marketing. It is also very helpful for us when we decide to business by ourselves in the future.

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## EXECUTIVE SUMMARY

Our idea for business is to create a new place for individuals to take care of their wellbeing. There is no leisure park to do some sports, such as jogging, cycling and so on, as we know in Jengka. We find that women do not find it interesting, according to our studies in the gym, but if they don't want a big thing, we have martial arts for women. This makes our gym, primarily because we have two activities, including gymnasium and martial arts.

In addition, there will be a convenient location for the Monster Arena Fitness Centre to people make their lives safe and we have divided for women and men to do their activities as well. Our idea for this studio is more academic since we also have martial arts trainers. For examples taekwando and silat. We are not only focused on adolescents and above, but children can also register for our club. Our targets are all people from urban areas in Jengka who study and work nearby to try something fresh. It was a chance to improve and become more modern in that city.

In order to open this company, however, we also face some risk. Jengka was more towns to farm, so it hard for us to get supplies for equipments. The other risk in the city is the community. Our company was located in Bandar Tun Abdul Razak, while there were more people staying outside of Bandar Tun Abdul Razak