



**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

**PREPARATION OF BUSINESS PLAN
ETR 300**

**ULTIMATE FITNESS CENTRE
ENTERPRISE**

PREPARED BY:

| | |
|---------------------------------|------------|
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OCTOBER 2007

1.1 EXECUTIVE SUMMARY

We proposed to make Ultimate Fitness Centre Enterprise as a company that provides the healthy and fitness services to the student and community. The idea to establish this company is when we found today people not care anymore about their healthy; this happen might because they have not found some place comfortable to do exercise.

Our form of business is a partnership concept and agreed and authorized by law and act. Our company consists of five **Partnerships** where each member of our company plays an important role in order to make the company operation run smoothly which are:

- ◆ Muhamad Shariffuddin Bin mislan : General Manager
- ◆ Anita Bt Mohamad : Administration Manager
- ◆ Hani Syafini Bt Hassim : Marketing Manager
- ◆ Mohd Redhwan B Mohd Akhir : Operation Manager
- ◆ Mohd Hizami B Azman : Financial Manager

All of the partner have usable experience and good qualifications. Our business capital is RM 53,000. The General Manager contributes 27 % of the amount which equal to RM 300,000 and other partners contribute RM 10,000 respectively which holds 18.25%. To support our implementation cost, we proposed to make loan from bank about RM 310,000.

Ultimate Fitness Centre Enterprise date of commencement planning is on the first of January 2008 (1/1/2008). We choose this date because it will help our financial manager to open the company account. Despite from that, we hope this date will bring us luck.

Our company is located at Alor Star, Kedah. Therefore we take this big opportunity to set up our company. We say it big opportunity because there are have just little bit competitor. The location is very strategic because there is in a town, so have lot of customer we target.

From what we expect, our company has a good potential to grow wider in future. This is because we try to provide the better quality services to compete other competitors.

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