



**UNIVERSITY TECHNOLOGY OF MARA**

**CAMPUS KOTA SAMARAHAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**



**ARROW SPORT FITNESS**

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## LETTER OF SUBMISSION

ARROW SPORT FITNESS,

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BLOCK G, RH PLAZA, 93150

KUCHING, SARAWAK

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Sir Abang Sulaiman bin Abang Salleh

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Jalan Meranek, 94300 Kota Samarahan,

Sarawak

18<sup>th</sup> September 2013

Sir,

### **Re: Submission of Business Proposal**

We would like to present you the Fundamentals of Entrepreneurship (ENT 300) project which was authorized to us on the first week of June 2013. We are proudly submitting to you the completed business proposal of our group, **Arrow Sport Fitness** on this date of which had been agreed before.

2. We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. We also feel appreciated to you because without your advice we are unable to complete and come out with such a good business proposal.

3. We will keep the knowledge, skills, and information we have gathered for our own good in the future. The business plan that we have gone through make us more mature, dedicate and determine in doing our task which helps us to enhance our ability in many areas. Please let us know if there is any

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## **EXECUTIVE SUMMARY**

Arrow Sport Fitness is a partnership company aimed to provide the customers with gymnasium services. There are five members of this company partnership which consist of the General Manager, Administration Manager, Operation Manager, Marketing Manager, and Financial Manager. The major objective of our company is to provide customers in Stutong area with fitness and health centre that can fulfil their needs and demands.

Arrow Sport Fitness is design with its different services that have not yet been offered in any fitness centre in Kuching or even in Samarahan area. What makes our business so unique and different is that we offer a separate gymnasium for the men and women. For women, they will use our cardio area because it is suitable for them to do workout. With this new type of services we will be able to compete and attract more customers especially among the women to our fitness centre.

In order to makes our business run and progress smoothly every shareholders play their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to our fitness centre.

After gone through many stages of research and analysis, we find out that Stutong area has a great potential to be explore. It is strategic places for us to set up our fitness centre there because that particular area will be an opportunity for us since there are four main Private Universities which are Swinburne University of Technology, University College Sedaya International (UCSI) Kuching, PTPL College Sarawak and International College Advance Technology Sarawak (ICATS). There is also hotel agency that is near to us such as Four Points Hotel, Place2Stay and Borneo Highlands Resort. It will be income profit to us where foreign people that stay at their hotel to walk in to our gymnasium during their leisure time.

Our company will be located at Stutong area and it is at RH Plaza building where it is opposite to Four Points Hotel. Our business operation is at 10 a.m. until 10 p.m.

## INTRODUCTION

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing is we have taken care on the efficiency in the management to ensure our objectives will be achieved. Therefore, we have to give full effort and commitment in order to prepare this business proposal.

Marketing, production and financial aspect must be consider in the business which consist a complete term of management that is planning, organizing, leading and controlling. These aspects are really assisted in achieving our goals.

Administration also needs to set vision and mission which can be used by the organization as a guideline to gain profit. Besides, the administration also includes the allocation of resources to avoid wasteful where it can be the best way in developing the money based on requirement of each department.

Another responsible task for administration is to determine the process of achieving the organizational goals where this administration needs to ensure all departments cooperates with each other.

Apart from that, it is able to provide better services for the employees which are welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

Administration also has to ensure that they have been organizing the organization in a good condition because it will affect the relation among the organization, customer and also it can encourage people to cooperate and joining the organization.

As a new company, we know that we will face many problems especially in making profits. At the first time, the business will experience the losses and we cannot avoid from this problem. We hope that our business proposal will be able to give further information about our project. This business proposal also can be used as reference or guidelines for those who are interested in these types of business.