

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BODY FACTORY GYM

BUSINESS PLAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

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"BERSATU BERUSAHA BERSAKTI"

Sekian.

Yang benar


CIK UMMI AMINAH BINTI ZAMHARI

Penolong Pendaftar

Bahagian Hal Ehwal Akademik

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EXECUTIVE SUMMARY

The Body Factory is a thriving business which is a combination of current lifestyle that include fitness center and sauna suite. It also consists of personalized environment for both men and women to pursue their fitness goals whereas at the same time they can achieve relaxation. Other than that, we have sauna suite which would give client the feel of relaxation and satisfaction. The facilities and equipment that are provided is top notch to give client full experience in both gym and sauna.

Body Factory is for urban professional man and woman who has a very active life and very little time to spend in their lifestyle. With the availability of personal trainer for fitness guide and fun activities such as zumba and pilates, we can guarantee effective, responsive weight management program that lead to healthier client lifestyle. Sauna suite gives client feel calm environment after hectic day of work.

The management of Body Factory will lead by General Manager and assist by other manager. General Manager, Norrisson SanggauakMathiewParan will be the person in charge of Body Factory management which consist of overall strategic planning and direction of the company. Marketing Manager, MuhamedNurikhmel bin Moshidi will formulates marketing strategy and maximize the profit of the company. As for Operation Manager, SitiZulaikhabintiMohdShukri will ensuring day to day operation of the business run smoothly and responsible to accumulate effective methods to put into Body Factory employment run to its maximum productivity. Moreover, Administration Manager, MohdNurikhmalHisyam bin Majeni is responsible to planning, organizing and implementing administrative system. Last but not least, Financial Manager, Wizarioak Austin will provide financial advice and interpret financial information to ensure the company budget and cash flow of Body Factory business

INTRODUCTION

NAME OF THE COMPANY

In order to achieve our own identity for the business and establishing a new image, we choose the name Body Factory to represent our vision. Body Factory simply apply to empower physical fitness of our own body which we can control to achieve healthier lifestyle. Besides that, we can pamper our body in sauna which refined Body Factory business all about.

Therefore, we are determine to choose Body Factory to reinforced the key element for our business which is body health fitness center and to get customers respond toward emotional level which can appeal to them

NATURE OF BUSINESS

The main activity of our business is to incorporate healthy lifestyle through body fitness activity such as workout, training program and fitness classes. We provide modern equipment and exercise room for individuals interested improving their health and athletic ability. Body Factory gyms offer fitness programs that are built around weightlifting, intervals, and circuit training. Other than that, we also prepare classes such as pilates and zumba for fun activities. The majority of revenue for Body Factory will generated through membership fees. The fees can be charged on a month-to-month basis, annually, or long-term membership contracts. Nonmembers will also be charge accordingly. We also generate profits by providing additional amenities, which include personal training sessions and fitness classes. Sauna suite also available for customer's relaxation space which is the current trend among gym allocated in Malaysia.