



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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CAMPUS SAMARAHAN, SARAWAK**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

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Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

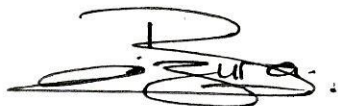
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Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih

**"BERSATU BERUSAHA BERBAKTI"**

Sekian

Yang benar



**BAIZURA BINTI IBRAHIM**  
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## **Executive Summary**

The name of the company that we agreed to choose is **Zumba and Yoga Gumeezum Fitness Centre**. The business is in form of partnerships, which consists of five members. Each partner contributes certain amount of cash as agreed in partnership agreement. The main activities for the business is to change customer perception toward exercise, keep people interest with variety of fitness techniques, to challenge and stimulate their mind and body. Furthermore we also want our customer to feeling good and happy either physically or spiritually and we want to increase the likelihood people that will continue exercise to maintain their fitness. For the nature of the business, we would like to provide customers with positive recreation, fitness and wellness programs and better service to the customer.

All partners are entitled to participate in the business management. We have agreed that Cavin Melvin Moenten as the General Manager, Nurul Sherra Sazreen Binti Ameran as the Administration Manager, Nurul Farinna Binti Ludi as the Operating Manager, Yusuf Bin Adenan as the Marketing Manager and Danny Maurice Lajikip as the Financial Manager. The business will be totally own by partners of the business. The location of this business is at Kota Samarahan Kuching Sarawak. We likely choose this area because it less of competitors, and we are first company open the Zumba class center. The strategic location also might help us to earn a profit and know our target market as well.

The General Manager is responsible in planning, organizing, leading and controlling of the entire business. The company is leads by Cavin Melvin Moenten. He is the owner and the main head of the company. The management will be leads by him and associated by other four shareholders. Nurul Sherra is the Administration Manager. She is the one who responsible for the entire job related to the administration. The third member is Nurul Farinna. She is the Operating Manager who responsible for controlled and monitors the operation of our business. She also

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## **1.0. INTRODUCTION TO BUSINESS PLAN**

### **1.1. NAME OF THE COMPANY**

Our company name is **"Zumba and Yoga Gumeezum Fitness Centre"**. The name given is linked with our product which makes our company's name suitable and appropriate. We believe that our company's name can attract customers because the name given is straightforward, simple but nice and does not make the customers confuse. Furthermore, we choose this name because it shows that our company is specialized providing two types of fitness class.

### **1.2. NATURE OF BUSINESS**

We have chosen to venture in fitness classes and our main expertise is by providing various types of fitness class such as Zumba and Yoga class. We want to provide the customers with positive recreation, fitness and wellness programs and better service to the customer.

### **1.3. INDUSTRY PROFILE**

Today, people are more concern on their body health. There are many ways on how to maintain your body health. For example people will take food which less sugar, salt, calories and fat which can harm your body when you take it more. Other form of healthy lifestyle is by having an exercise.

There are people who going to gym every day to maintain their healthy and make their body fit. There are few type of exercise which people can do at gym such as work-out and dance. For the industry profile, we would to provide a class for Zumba and Yoga. Zumba are kind of dance which comes from Mexico and its get popular now.