



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF BUSINESS MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

**DIPLOMA IN BANKING (BM112)**

**SPARTAN GYM**

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

**"BERSATU BERUSAHA BERBAKTI"**

Sekian

Yang benar



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## EXECUTIVE SUMMARY

After doing extensive research at Kota Samarahan, and in addition with our interest, we would like to form a partnership business, by forming a gym or fitness center. Our group has come up with partnership business with business plan and our business name is “The Spartan Gym”.

In processing our business plan, all major factors in business, which are, administration, operation, marketing, and finance are all seriously taken consideration by making this business plan. Along with cooperation among the executive, we have plan firmly our operation from the administration until financial plan in order to run it smoothly.

The management team will lead by the General Manager, assist by the other managers. General Manager, Syazwan Fikri bin Semawi, will do planning, organize, lead and control the organization in order to run it smoothly.

Marketing Manager, Azieana Binti Talib, responsible in promoting our products and services, and mainly focused on sales in order to maximize our profit in the future. Our Operation Manager, Mohd Hifzhan Bin Rafaie, will focusing on implementing cost and minimize cost of our business. Our Administration Manager, Mohd Hatta Fariez-Al Bin Razid will focus on administrative works in order the organization to run smoothly. Lastly, our Finance Manager, Munifatuz Zahrah Binti Akyan will ensure the company budget and cash flow of the company.

With this business plan, we hope that these guidelines will help us and correct our mistakes in making this business plan.

## **INTRODUCTION**

### **NAME OF THE COMPANY**

The name created for our company is “The Spartan Gym”. It is clearly stated that it related to our business nature. “Spartan” came from the Ancient Greek, which refers to the Greek Warrior, which is strong and fearless in any combat he confronts. We chose “Spartan” because it has a strong personality. Our business is not only focusing on fitness or muscle developments, it also exposes the customers with self-defense skills.

Therefore we decided to choose “The Spartan Gym” because of its uniqueness and with its own identity; customers can easily remember our business name.

### **NATURE OF BUSINESS**

Our main activity of business is to provide health and fitness services to our customers. We also provide training, with certified trainer that has been employed by our company as guidance for our customers. We also sell various products for muscles development, for example, Protein, Pre-workout supplements and Amino Acids. We also sell our own t-shirts that have our own logo printed in the t-shirts. The important part of our gym is we separate the gym for man and woman for the convenience of our customers.