



اَوْنُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN REPORT**

**BIMA SAKTI GYM AND FITNESS CENTRE**

**PREPARED BY:**

**FACULTY : ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**PROGRAMME : DIPLOMA IN PUBLIC ADMINISTRATION**

**SEMESTER : 4**

**PROJECT TITLE : BUSINESS PLAN REPORT**

**GROUP MEMBERS :**

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**PREPARED FOR :**

**MADAM SITI MARDINAH BINTI ABDUL HAMID**

## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
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21<sup>st</sup> May 2019

Madam Siti Mardinah Binti Abdul Hamid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)

Madam,

### **Submission of the Business Plan (ENT300)**

According to the title above, we would like to submit our business plan on the name of Bima Sakti Gym and Fitness Centre consist all of the details, example, document and the following procedure which located at Kota Samarahan, Sarawak.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing and operation aspect plus all the information regarding to the business plan. Below are the list of the group members that involved in completing this business plan :

MOHD ANWAR BIN RAMLEE	2017248124
MOHD AL-ASRI BIN MADURA	2017255844
VANNESA NAWAI ANAK ENTERI	2017200852
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Thank you,

Yours sincerely,

.....

(VANNESA NAWAI ANAK ENTERI)

General Manager

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## **EXECUTIVE SUMMARY**

Bima Sakti Gym and Fitness Centre offers product and services for our customers by providing gym equipment with good quality and supplement that gives high satisfaction of consumer.

Our client is a customer who is students, athletes and public. We are targeting students and athletes because in Samarahan itself they have many campuses surround and it is easier for students to come to our gym and fitness center. We are also here to help those students that wanted to go to gym with the affordable price that we provide and offer.

Bima Sakti Gym and Fitness Center marketing strategy is to emphasize the quality and price for our products and services. We offer excellent service as people will come to our gym and fitness center. We do have a special offer which our Gym and Fitness Center will be provided a protein for our customers with the affordable price. The example of the protein that we have is Whey protein, fat burner protein and weight gainer protein.

The management of Bima Sakti and Fitness Centre consists of 4 lead workers which is Mohd Anwar, Mohd Al-Asri, Vannesa Nawai and Zulfadhli Marthin. We will be take role responsibilities together to make sure that our business is doing well and it will be known by people in Samarahan area.

## **1. Introduction**

### **1.1 Name of Business**

Our company's name is Bima Sakti Gym and Fitness Centre. We use the name of Bima Sakti Gym and Fitness Centre because the name of our company is very unique and "Fitness Center" here mean we have also provide a special space and together with our trainer will lead the zumba session to those customer who are interested in zumba.

### **1.2 Nature of Business**

Our main activity is gym. We provide several types of equipment such as dumbbell, treadmill, exercise bikes and many more. But we also provide a zumba session for our customer.

### **1.3 Name of Partner**

This business is founded by four partners. They are Ms Vannesa Nawai Anak Enteri as the General Manager, Mr Mohd Anwar Bin Ramlee as the Marketing and Administrative Manager, Mr Mohd Al-Asri Bin Madura as the Operation Manager and lastly Zulfadhli Marthin Bin Suhor as the Financial Manager.

### **1.4 Location of the Business**

The premise are located at Aiman Mall, Kota Samarahan . The reason why we choose the location there because it can be considered as a strategic place since many students live nearby and campuses also not far from our business location.

### **1.5 Date of Business Commencement**

We have registered our company on 5 January 2019. Our business starts to move on 15 January 2019 and this date are same as our company date of commencement.

### **1.6 Future Prospects of the Business**

Our future prospects is we want to be the best gym and the first choice of customer in Kota Samarahan. Next, we will provide more gym equipment and other needs that our customer need and we also will continuously improve all the aspects of our business and services.