



اَبُو سَيِّدِي تَيَكُونُ لَو كَي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM 110)

AM110 4H

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

THE WORKOUT GARAGE SDN BHD

GYM

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DATE OF SUBMISSION: 21ST MAY 2019

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LETTER OF SUBMISSION

SUBMISSION LETTER

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Madam Siti Mardinah,
Lecturer of Fundamental of Entrepreneurship (ENT300),
MARA University of Technology,
Jalan Meranek,
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Sarawak.

Madam,

SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan on the name The Workout Garage Sdn Bhd which consists of all the details, examples, the documents and the following procedures which is located at UiTM Kampus Samarahan 2.

2. This report consists of the important components and aspects that have been considered in the beginning of the business. This also includes our business profile, structure administrative, financial, marketing and operation aspects and also other information regarding the business plan.

3. Here is a list of the entire group members that has been involved in the process of completing the business plan:

- LIYANA BATRISYIA NAZARUDIN
- NURUL HARISHA BINTI MOHAMAD ISKANDER

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EXECUTIVE SUMMARY

The Workout Garage was founded in 2019 by a group of six friends namely Liyana Batrisyia, Vanaessa Evangelista, Sarmiza, Nurul Harisha, Connielia and Syied Hamiduddin. The reason why they came up with this business is because they see the needs and trends among the students of Universiti Teknologi Mara Kampus Samarahan 2. Most of the students like to go to the gym during their leisure time but however most of the gyms are located at Desa Ilmu and unlike Universiti Teknologi Mara Kampus Samarahan, Universiti Teknologi Mara Kampus Samarahan 2 does not have a personalized gym for the students and staffs.

Thus, this group of friends see this need as an opportunity not only to satisfy the needs of their customers but also they see this as a great business opportunity as The Workout Garage will be the only gym located in Universiti Teknologi Mara Kampus Samarahan 2. As the only gym in the campus, the possibility for it to be the main focus or option for those students or staff who go to gym is quite high and that is the main reason why the location chosen is in Universiti Teknologi Mara Kampus Samarahan 2.

Next, what makes The Workout Garage different from all the gyms in Samarahan area is that we provide equipment which is different from other gym. Other than that, we will also give special price or low-rate price for the students as we understand the limitation of money that students faced. We will also have membership with low price for registration. Other than that, since it is located inside the campus, it will be easier for the students or also staff to come and exercise as they no need to pay for busses, taxis or grab in order to go to the gym. The staff can also exercise there while waiting for the traffic jammed in Samarahan to decrease.

Moreover, we want to promote a healthier lifestyle for the students. Rather than they spend time doing nothing in the accommodation, it would be better if they join those who go to the gym and start practising a better lifestyle. Here is a list of the names of the Managers:

LIYANA BATRISYIA	GENERAL MANAGER
CONNIELIA	OPERATIONAL MANAGER
NURUL HARISHA	ADMINISTRATION MANAGER
VANAESSA EVANGELISTA	MARKETING MANAGER
SARMIZA	FINANCE MANAGER 1
SYIED HAMIDUDDIN	FINANCE MANAGER 2

1.0 INTRODUCTION

1.1 Name of the Business

Our company name is The Workout Garage. According to Merriam-Webster, 'workout' can be defined as a period of physical exercise that you do in order to improve your fitness, ability or performance meanwhile 'garage' technically means a building or a part of a building where things are kept or store. We named it The Workout Garage because we agreed that it sounded unique and different from most of the gyms in Kota Samarahan.

1.2 Nature of Our Business

Our main activity would be exercises and physical workout. Thus, we create a gym inside the campus area so that it will be easier and more convenient for the students and even staffs of UiTM Kampus Samarahan 2 to exercise and workout at the gym.

1.3 Name of partners

There are six of us in this partnership. Liyana Batrisyia is the General Manager, followed by the Operational Manager, Connielia. The Administration Manager is Nurul Harisha meanwhile the Marketing Manager is Vanaessa Evangelista and last but not least, the Financial Managers are Sarmiza and Syied Hamiduddin.

1.4 Industry Profile

Since our business is located inside the campus, and will be the only gym in the campus, thus it will attract the students and staffs to come, visit and exercise. There are about roughly seven thousand students and seven hundred staffs in the campus.

1.5 Location of The Business

Our business is located at UiTM Kampus Samarahan 2, Kota Samarahan, Sarawak. We chose this area because we see that most students in the campus go to the gym thus we think it is a strategic move to operate our business here.