



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

NOVEMBER 2011 - MARCH 2012

FIT & SHINE RECREATIONAL CENTRE

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FIT & SHINE



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EXECUTIVE SUMMARY

Fit& Shine Centre was established under Blue Ivy Enterprise. We have decided to get involve in the service industry and chose fitness centre as our core business. Fitness centre always needed as a place for people especially young generation to spend their time to be healthy, fit and very enjoyable for every level of people, which is better than do something that will not give them any benefits. Fit & Shine Centre will be at 1 Jalan Sulaman,88400, Kota Kinabalu, Sabah. It is opposite of University apartment right side of Kingfisher Sulaman where also near to Taman Indah Permai. With a completion date of 2012, 1 Sulaman is within close proximity to universities and colleges so we have planned to attract more people to come. We have decided to start this business on one more year to go that is in the middle of 2013. We chose fitness centre as our main business because there are so many request from students and residents from those area also from Tuaran and its area, a place where they can relax and be healthy every time they need, so Fit & Shine Centre is the best place they could go for it. Fitness is not only for exercise but we also have sauna to relaxing every customer and other interesting programmes that we would like to serve as to achieve customers satisfaction and . This is the reason why we chose fitness compared to others as our business. Blue Ivy Enterprise is a partnership business. For our first business will use RM 500,000 to build up Fit&Shine Centre as we want to control the uses of money for better plan and strategic planning. We would like to loan from Public Bank with amount RM200,000 whereas RM300,000 by ours contribution. So, with the big amount of capital, our fitness centre will be different from the others. As the owners of Fit & Shine Centre, we expect to get profit more than what we have given. Furthermore, for our future plan, we decided to expand our business to other places such as rural area; urban area and any develop area with different type of programmes based on the area needs. We also plan to come up with jersey or T-Shirt for every customers, produce any technology that could enhance the quality of our company and other fitness items with our own label. We assure that Fit & Shine Centre will give new view and full satisfaction of fitness centre to our

customers. Last but not least, we will stand in higher performance every chosen time and continually get higher satisfactions yet to be higher than our competitors.

INTRODUCTION

In our business we will give new environment to people where they could get what they need in their life routine. In the other words, we want to fulfill exceed their request and reach the satisfaction which we will provide gymnasium to get active and fit, rooms for sauna, an area to do yoga, trainers to give entertainments for kids, and services such as program in against diabetes, Talk for every chosen day in a week and provide trainers when customers required to. These are to ensure that our business have given more options to our customers in order to make our business more interesting than the others fitness centre in the town. Furthermore, there are 6 partners in this company they are Dg. Rafidah Binti Othman as the General Manager, Nur Faezah Binti Jafry as Administration Manager, Effa Nur Syafiqah Binti Mahouly as Financial Manager, Noor Nadia Natasha Dieyana Binti Ibrahim as Marketing Manager, while our first Operations Manager is Sharrel Cassandra Labadin and second Operation Manager is Jasmeen John Jinau. Our company's main business is fitness centre. One of our objectives is to give total customers' needs and satisfactions when get behalf in our fitness centre. This fitness centre equipped with good quality of facilities, entertainments and services as mentioned above. All services that we provide will give customers be easier, in safe, feeling luxury when get involve there, and they do not have to go far to get fresh whenever they want. There also includes WiFi connection for our customers to go online to their social network such as face book, twitter, blog, and so on. They can easily go to the internet to post their status, pictures during enjoy their time in our fitness centre, and many more. Our fitness located near to the town. We think that our location is the best or strategic place for people to come, get fit, healthy, enjoyable and they will shine as they are healthy and fresh. We have set that we will enhance our quality of management, products and services by time to time.