



اَبُو بَكْرٍ سَيِّدِي بَدِّكَتُو لَو كَتِي فَا رَزَا
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POWER UP STUDIO

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Other than that, we would also like to extend our gratitude to our families and also our fellow course mates for all the extra information and advices throughout the process of completing our business plan. All the contributions are greatly appreciated.

EXECUTIVE SUMMARY

Our business has been decided on the form of partnership, which consists of five professional manager and have lots of experience in business area. We have agree that **Stefi anak Wilson** as the general manager in this company, and **Hazwani binti Z'aba** as marketing manager, **Valarie Megumi anak Lainus** as operation manager, **Nurhanizah binti Hamzah** act as our administration manager, and **Susan Zerah Sulong** hold the position of financial manager. Power up Studio plays important roles in promoting healthy lifestyle and indoor sport such as step aerobics, ballet for children, Pilates, body combat(capoeira, andzumba) and we also provides yoga classes. Power up Studio is located at Unisquare, Kota Samarahan which is exactly above RHB Bank and this premise will start operate on 1st Jan 2014. The initial capital for Power up Studio is RM 50,000. This business targeting profit for the 3 years ended about RM 1,067,843 In order to achieve this total profit, our business will focus on the business strategy based on 4p's that is pricing strategy, place strategy, promotion strategy and product or service strategy.

This team management will lead by the General Manager which plays the important role in planning, organizing, leading, and controlling the entire business. Other than that, the administrative will do the work regarding the administrative work in the office, and to promote the business is the responsibility of the marketing manager. Marketing manager have to find the competitors, the target market, determining the market size and market share, develop the sales forecast, planning the marketing strategies and promoting any new services in the business. The operation manager will lead the workers who work in this company and also responsible for the business' operation. To prepare the budget, financial manager will work for it and also record the income and expenses in the business.

In conclusion, every manager has their own responsibility in the company. Without them, the business will not be in success and will not organize well.

INTRODUCTION

Name of the Business

The name of our business is Power up Studio. We choose this name because it represents our business which is focusing on indoor sport. Based on our business name, we strongly believe that we can attract more customers and promote healthy lifestyle.

Nature of Business

We provide healthy indoor games to peoples in Samarahan area. Our business attracts more customers as it is a trend now that peoples are concern about their inner health.

Industry Profile

Our company provide services such as:

- Step aerobics
- Dietary consultant
- Yoga
- Ballet
- Capoiara
- Zumba
- Kravmaga