



UNIVERSITI
TEKNOLOGI
MARA



CURVEY & CHARM FITNESS

FACULTY OF APPLIED SCIENCES

ENT 300

BUSINESS PLAN

AS114 5B1

PREPARED FOR : DR ASIAH BINTI ALI

GROUP MEMBERS

1. ADIBAH BINTI MOHD ADZHA
(2021687476)
2. NUR HUURUN AIN BINTI MUHAMAD RAMADZAN
(2021497494)
3. NURFAZIRAH BINTI BABU (2021479666)
4. WAN ANIS NAJWA BINTI WAN ABDUL HALIM
(2021630834)
5. WAN NUR FAKHIRA BINTI WAN RASHDAN
(2021892722)
6. WAN NUR KAMILAH BINTI WAN ABD LATIF
(2021867786)

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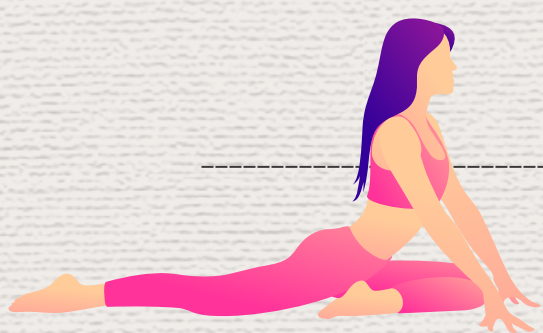
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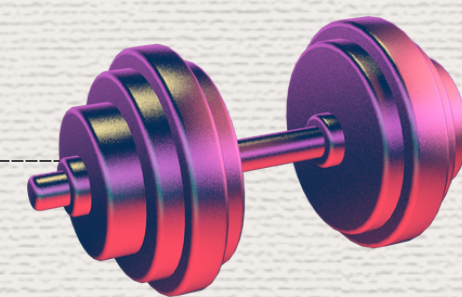
EXECUTIVE SUMMARY

Curvey and Charm Fitness is a service business in the health and wellness industry. Curvey and Charm Fitness is a gym that offers a wide selection of the best fitness plans and programs for the gym members which are specific to women of all ages. The programs and classes offered in Curvey and Charm Fitness are suitable for women's abilities. To fulfill the programs offered in Curvey and Charm Fitness, complete facilities, high quality, and modern gym equipment were provided which can give satisfaction to the gym members and to give the comfortable space to them. The facilities provided in Curvey and Charm Fitness are in line with the purpose of this business.

The main objective of Curvey and Charm Fitness is to ensure the gym members are satisfied with the facilities and services by providing first-class facilities and gym equipment. Curvey and Charm Fitness also focus on promoting health and fitness activities to gym members which can improve their health, lifestyle, and well-being. Other than that, Curvey and Charm Fitness also focus on how to promote fitness services to attract and retain gym members which is crucial for the success of a gym. One of the objectives of Curvey and Charm Fitness is to increase the number of memberships through the best customer service, promotion, and business marketing.

This form of business is a partnership and involves the collaboration of six leaders who hold important positions in the organization which are Nurfazirah Binti Babu as General Manager, Nur Huurun Ain Binti Muhamad Ramadhan as Administrative Manager, Wan Nur Kamilah Binti Wan Abd Latif as Financial Manager, Adibah Binti Mohd Adzha as Marketing Manager, Wan Nur Fakhira Binti Wan Rashdan as Operational Manager, and Wan Anis Najwa Binti Wan Abdul Halim as Fitness Manager of Curvey and Charm Fitness. This strategic collaboration that combines unique strengths is key to promoting seamless communication and teamwork to achieve the company's goals.





Curvey and Charm Fitness is located at G-G-03A, level 2, Conezion Commercial Persiaran IRC 3, IOI Resort City, 62502 Putrajaya. Putrajaya has been chosen as the location of the business because it has a nice environment, is a strategic location, and is known as a green and smart city. The gym is part of a building with shopping malls, residential areas, and other retail and office spaces. Being situated near shopping malls and residential areas makes it convenient for individuals to include a gym workout in their daily routines. The location is easily accessible by public transportation, such as buses, trains, or other services. This makes it convenient for individuals who rely on public transit. Moreover, the location served by one of the best highway networks in the Klang Valley, IOI Resort City, is connected by the SKVE Highway as the main entry and exit route. Last but not least, there are enough parking spaces available for those customers who are likely to drive to our gym. A convenient and well-managed parking facility can significantly enhance the accessibility of our gym.

Curvey and Charm Fitness offers a unique and different fitness center that is exclusively for women. This gym allows women to focus and have their own privacy while exercising. It also provides separate and larger rooms for yoga and Zumba sessions, with trained professionals for every session. We want to build a leading-edge gym that not only has high-quality fitness equipment but also provides our members with a unique and engaging fitness experience. The combination of personalized fitness programs, modern facilities, and a thriving community will distinguish us as an inspiration for empowerment for women seeking health and wellness. We eagerly await the opportunity to have additional discussions to finalize the details and embark on this transformative journey of creating a space where every woman can thrive and achieve her fitness goals. Let's work together to create a future in which strength, confidence, and well-being meet effortlessly at our women's gym.
