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**UNIVERSITI TEKNOLOGI MARA NEGERI SEMBILAN KAMPUS REMBAU**  
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**BUSINESS PLAN – ELITE ARENA**

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## **1.0 EXECUTIVE SUMMARY**

Elite Arena Enterprise is a form of business based on partnership which consists of five members which have important positions such as General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager.

The word Elite was chosen for this business name to show that people can be more elite or high level in their build of strength and fitness in this sport center meanwhile Arena is stand for the place. Elite Arena is embarking on a mission to create a vibrant and comfortable sports center and designed to meet the multifaceted requirement for the athletes, fitness enthusiasts, and individuals across our community. Identifying the various interest and varying levels of the customers we also provide a facility that not only accommodates but also inspires and elevates the pursuit of sports, fitness, and overall well-being. The business provides a few services like a badminton arena, netball arena, gym, and Zumba place. So, people who are not the user in this sport arena also can rent sport items or equipment from here. This place also has a pop-up store renting equipment for a few sports like netball, racket, gym equipment and many more. People who want to rent these sports items from a far can also rent or book it online at Elite Arena website. Customers also can get their membership or renew membership to use this sports arena from our website. In Elite Arena also have a café for the Elite Arena user.

The opening hours for this sport center are from 7am until 12pm every day except Monday. It's located at Putra Heights nearby LRT Putra Height station.