



اَوْنِيُوْ سِيْطِيْ تِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING

EC1104J

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

TITLE: LEVEL UP GYMNASIUM

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LETTER OF SUBMISSION

Diploma in Civil Engineering

Faculty of Civil Engineering

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JUNE 2021

Dr. Nor Hidayatun binti Abdul Razak,

Lecturer of Fundamentals of Entrepreneurship (ENT300) Faculty of Business
Management,

Universiti Teknologi MARA Cawangan Pahang,

26400 Pahang

Madam,

SUBMISSION OF THE BUSINESS PLAN (ENT 300)

Attach here is the business plan title "LEVEL UP GYMNASIUM" to follow
the requirements by the university.

Thank you, Yours sincerely

TUAN AHMAD ZULFAKAR BIN TUAN JAMSARI

General Manager

ACKNOWLEDGEMENT

BISMILLAHIRRAHMANIRRAHIM

First and foremost, praise be to Allah SWT for providing us with the opportunity to finally finish our business proposal for the ENT300 course.

We, as a group, are taking this as a learning experience since it reflects our will and ability to do so. For the sake of business opportunities, this business project plan is hoped to be one means for us to put our abilities and interests to the test in a variety of ways, as well as a guideline to stimulate our efforts to become educated and successful business people.

Second, we'd want to express our gratitude to Dr. Nor Hidayatun Binti Abdul Razak, our beloved lecturer, for providing moral support, being so helpful in completing our business proposal, and being so kind to us.

Furthermore, we want to extend our thanks to our parents for their unwavering support. We'd also like to thank our classmates from EC1104J for being cooperative and honest in exchanging opinions and ideas among classmates, which has led to stronger friendships and a class that is regarded as one of the finest in the region.

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TABLE OF CONTENT

NO	TITLE	PAGE
	LETTER OF SUBMISSION	2
	ACKNOWLEDGEMENT	3
	TABLE OF CONTENT	4
	EXECUTIVE SUMMARY	5-6
	BUSINESS MODEL CANVAS	7
1.0	BUSINESS BACKGROUND	8-10
2.0	OWNER BACKGROUND	11-17
3.0	ADMINISTRATION PLAN	18-25
4.0	OPERATIONAL PLAN	26-31
5.0	FINANCIAL PLAN	32-36
	CONCLUSION	37
	APPENDICES	38

EXECUTIVE SUMMARY

Level Up Gymnasium is a new business located in Kuala Terengganu, Terengganu. It is managed by Bumiputera which includes three members. Out of all choices, Level Up Gymnasium had been selected as the name for the gymnasium. It shows how we embed our products in the hearts of our customers until they are reminded of our company's name, which is simple and catchy.

In terms of the business, we provide fitness facilities to the residents of Bandar Tun Razak to spend their time active in a healthy lifestyle. We are launching the company with a total capital of RM. The members are divided into three positions which are General Manager, Administration Manager and Financial Manager. Based on research, our customer base includes different kinds of people backgrounds, income levels and ages. Our services will be available to use by all of them and a few conditions will be charged to the kids and students.

Lastly, every entrepreneur must prepare a business plan before starting it. It is prepared for a group of people that includes the company's owners, bankers, suppliers, customers, and staff. This plan is part of the Business Plan chapter that includes marketing, operating, organisational, and financial plans.

We are always confident that we will be able to achieve all the goals in the business plan. We will gain our profit and back up our modal back in a short period of time, and our current ratio will cover all the liabilities and placed our company in comfort stage in the future.