



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

(AM110)

**FUNDAMENTALS OF ENTREPRENEURSHIP**

(ENT300)

PERFECT CURVE FITNESS CENTRE

Prepared by:

Muhamad Amirullah bin Sulaiman	2013232048
Dayana Sazwani binti Shamshor	2013264478
Michellena Jane anak Lawrance	2013277344
Cassielorina Lazz anak Remond	2013200252
Roslinda binti Hipnee	2013805336
Mohd Izham bin Ahmar Saberi	2013814978

Surat Kami : 100-UiTMKS (HEA. 30/7)(136)  
Tarikh : 12 Mac 2015

**KEPADA YANG BERKENAAN**

Tuan/Puan

<b><u>BIL.</u></b>	<b><u>NO. PELAJAR</u></b>	<b><u>NAMA PELAJAR</u></b>
1.	2013232048	MUHAMAD AMIRULLAH BIN SULAIMAN
2.	2013814978	MOHD IZHAM BIN AHMAR SABERI
3.	2013277344	MICHELLENA JANE ANAK LAWRENCE
4.	2013805336	ROSLINDA BINTI HIPNEE
5.	2013200252	CASSIELORINA LAZZ ANAK REMOND
6.	2013264478	DAYANA SAZWANI BINTI SHAMSHOR

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

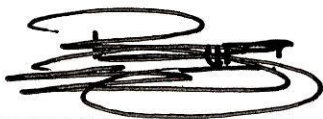
Sila hubungi Penyelia Projek, **Encik Johari Bin Abdullah** di talian **(082-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar



**BAIZURA BT IBRAHIM**

Pegawai Eksekutif  
bp Rektor



## TABLE OF CONTENT

No.	Content	Page
<b>1.0</b>	<b>Introduction</b>	<b>4</b>
	1.1 Logo of The Company	<b>5</b>
	1.2 Company Background	<b>6</b>
<b>2.0</b>	<b>Purpose</b>	<b>7-8</b>
<b>3.0</b>	<b>Owner of Partners Background</b>	<b>9-14</b>
<b>4.0</b>	<b>Marketing Plan</b>	
	4.1 Introduction	<b>16</b>
	4.2 Service Description	<b>17-19</b>
	4.3 Target Market	<b>20-21</b>
	4.4 Market Size	<b>22-25</b>
	4.5 Competitors	<b>26-28</b>
	4.6 Market Share	<b>29-30</b>
	4.7 Sales Forecast	<b>31</b>
	4.8 Marketing Strategies	<b>32-38</b>
	4.9 Marketing Budget	<b>39</b>
<b>5.0</b>	<b>Operational Plan</b>	
	5.1 Introduction	<b>41</b>
	5.2 Service Planning I	<b>42</b>
	5.3 Operational Layout	<b>43-45</b>
	5.4 Service Planning II	<b>46-47</b>

## 1.0 INTRODUCTION

- Name of the company : Name of our company is Perfect Curve Fitness Centre.
- Nature of business : Our business is based on Health Care which concern about life style.
- Industry profile : Our business is owned actively by partnership, incorporated as a Perfect Curve Enterprise. As small startup company, we were attempting to delivery our service as fitness centre to our customer.
- Location of the business : Our business is located at Stutong,Tabuan. We choose this location because it is strategic to open new fitness centre since it near housing area.
- Date of the business
- Commencement : 14 January 2016
- Factors in selecting the proposed business : We choose this business because it's make high profit and can expand future expectation.
- Future prospects of the business : This business has good future prospects. It is because it has highly demand.



## **4.0 Marketing plan**

### **4.1 Introduction**

Marketing is defined as the activities of a company associated with processes for creating, buying and selling a product or service. It includes advertising, selling and delivering products to people. Marketing must be carried out systematically and consecutively to encourage increase sales, which considered as the injection towards productivity of sales or services. It is one of the crucial elements in backbone of business. This element requires a systematic planning in order to ensure a product or service will be able to enter market and attract customers through alternatives lines of advertising and promotion. Many people believe that marketing is just about advertising or sales. However, marketing is everything a company does to acquire customers and maintain a relationship with them. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensure profitability. The entrepreneurs or the company's marketing manager must acknowledge the current demands and the condition of the market very well to improve their business performances. Therefore, to venture into a new business, it is important to analysis from marketing point of view along with a systematic marketing effort is essential to ensure target of sales and profitability are able to reached.