



UNIVERSITI TEKNOLOGI MARA SARAWAK

FACULTY OF INFORMATION MANAGEMENT

DIPLOMA IN INFORMATION MANAGEMENT

(IM110)

FUNDAMENTAL OF ENTERPRENEURSHIP

(ENT 300)

BUSINESS PROPOSAL:

CURVY WOMAN GYM & FITNESS

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Submission Letter

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Miss Philomina Francis,
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Miss,

RE: SUBMISSION OF BUSINESS PLAN

As our representative of our business plan "Curvy Woman Gym & Fitness", I would like to submit our business plan for your evaluation and further action. We are grateful for all the support and advice that have been given by you in order to accomplish this business plan. With your helps, we are able to prepare this business plan according to the time given respectively.

Executive Summary

Our company is named as Curvy Woman Gym & Fitness. This business has been decided in a form of partnership. Each of us has contributed certain amount of capital to our business as agreed in our agreement. The main activity of our business is gym and fitness that is provided only for woman. This business will be open at the Level 3, 7434, Lot 10787, Jalan Simpang Tiga, 94350, Kuching Sarawak. We are commencing our business on the 12.1.2016.

All the company members have agreed that the as the manager of this business, Malisa Binti Muthadar will be as General Manager, Shafira Binti Kusaimi as Marketing Manager, Mohd Nuraffiyat Bin Merikan as Operating Manager, Awangku Muhammad Nasrullah Bin Awangkoh Morsidi as the Administration Manager and Nor Hafiza Binti Anuar as Financial Manager.

In Curvy Woman Gym & Fitness, we are targeting the the woman from age 18-48 to be our customer. We already prepared the suitable activities in the gym for each age. We are targeting that our market will reach until 187,920 as we are targeting peoples from Kuching area and the students of Swimburn.

For the market share, we are estimate we will getting 40% sale as we are comparing our business with Arena Sukan. The sales estimate of Curvy Woman Gym & Fitness are 75,168 for the first year, 84564 for the second year and 93, 960 on the third year. From what we are estimate, our profit will be RM 75,168.00 for the first year, RM 84,564.00 for the second year and RM 93,960.00 for the third year.

We are hoping this business will become succesful in the future and ans the profit keep raising from time to time so we can upgrade our business in the future.

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1.0 INTRODUCTION TO BUSINESS PLAN

Business plan is a written document which prescribed the proposed business or project to be undertaken in a comprehensive manner. It is also defined by working paper, business proposal, project paper or prospectus. As for Curvy Woman Gym & Fitness, this business has been established to be a guideline to start a business, to help apply loan from any of the financial institution and to maximize the use of sources.

For this business, we have decided to create a partnerships business that based on Gym & Fitness. We want to establish a gym that available only for woman. The reason why we choose this business is because we want to motivate woman in Malaysia to having a healthy lifestyle by exercising. Besides, we also seeing a big opportunity for this business to become successful as there are lack of woman gym in Malaysia especially in Kuching.

Our business will be located at Jalan Simpang Tiga, Kuching, Sarawak. We choose this location because we found that this is the most strategic location for our business as the location itself is near to some universities and popular shopping mall.

In our business plan, Curvy Woman Gym & Fitness , we have agreed that the management will be lead by General Manager, the one who responsible to prepare the business plan for this project, leading the management, organizing the task to be given to the management team, and controlling the task runned by the management team. The Marketing Manager will be the one who responsible on planning the business marketing plan which includes the marketing process on identifying the target market, determining the market size, identifying market competitors, determining the market share, developing sales forecast and setting a marketing strategies. The Operating Manager will be the one who controlling and monitoring the business operating hours and will be the one who responsible to list all the equipment and facilities that required by Curvy Woman Gym & Fitness. Apart from that, Administration Manager is the one who responsible to manage the office administration that involve the works such like recruiting workers and offices admin. Lastly, one of the important person for our business plan is Financial Manager, the one who will be managing the finance of Curvy Woman Gym & Fitness. From the budget, the Financial Manager will be distributed and final financial statement will become the main point for the business successful or not