



جامعة تكنولوجى مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

ENT 600

TECHNOLOGY ENTREPRENEURSHIP



CASE STUDY

ONE MORE REP GYMNASIUM

**PREPARED BY : KHAIRIL AIMAN FARIS BIN SALIM**

**GROUP : D2CS2914A**

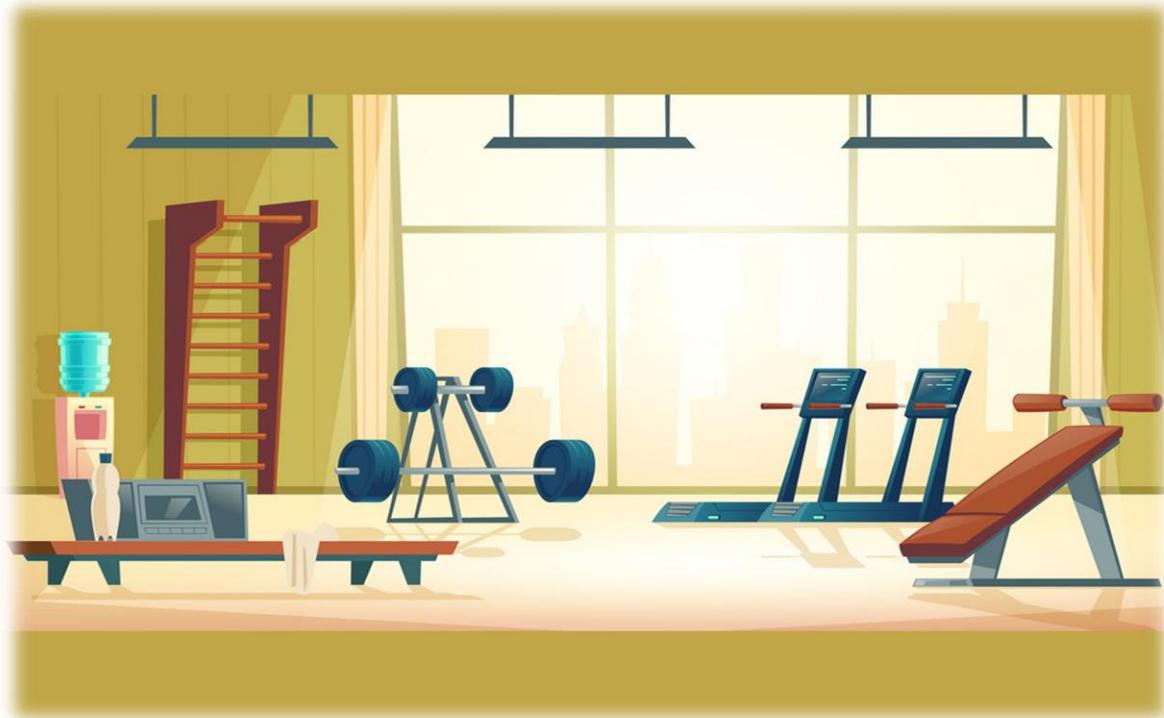
**LECTURER : MADAM AZZAH BINTI AMRAN**

## **TABLE OF CONTENTS**

<b>CONTENT</b>	<b>PAGE NUMBER</b>
EXECUTIVE SUMMARY	1
1.0 INTRODUCTION 1.1 Background of Study 1.2 Problem Statements 1.3 Purpose of Study	2-3
2.0 COMPANY INFORMATION 2.1 Company Background 2.2 Organizational Structure 2.3 Products/Services 2.4 Technology 2.5 Business, Marketing and Operational Strategy 2.5.1 Business Strategy 2.5.2 Marketing Strategy 2.5.3 Operational Strategy 2.6 Financial Achievement	4-11
3.0 COMPANY ANALYSIS 3.1 Strengths 3.2 Weaknesses 3.3 Opportunities 3.4 Threats	12-16
5.0 FINDINGS AND DISCUSSION	17-18
6.0 CONCLUSION	19
7.0 RECOMMENDATION AND IMPROVEMENT	20
8.0 REFERENCES	21
9.0 APPENDICES	22-23

## EXECUTIVE SUMMARY

One More Rep Gymnasium is a gymnasium located in Sri Serdang that provide multiple choice of equipment to be used. Start operating in October, 2016 when previous owner failed to manage his business and staff . since this gym is the only gym that exist in Sri Serdang, therefore it give a significant advantage in term of location. The major problem faced by One More Rep Gymnasium are the repairing cost are quite high when the equipment are broken , there is no management team to handle the gym and surrounding hygiene issues. The gym should hire a permanent cleaner as the gym employee to change the surrounding environment to be cleaner and convenient. At the same time, it can increase the employee's productivity to works in a comfortable workplace.



## **CHAPTER 1**

### **INTRODUCTION**

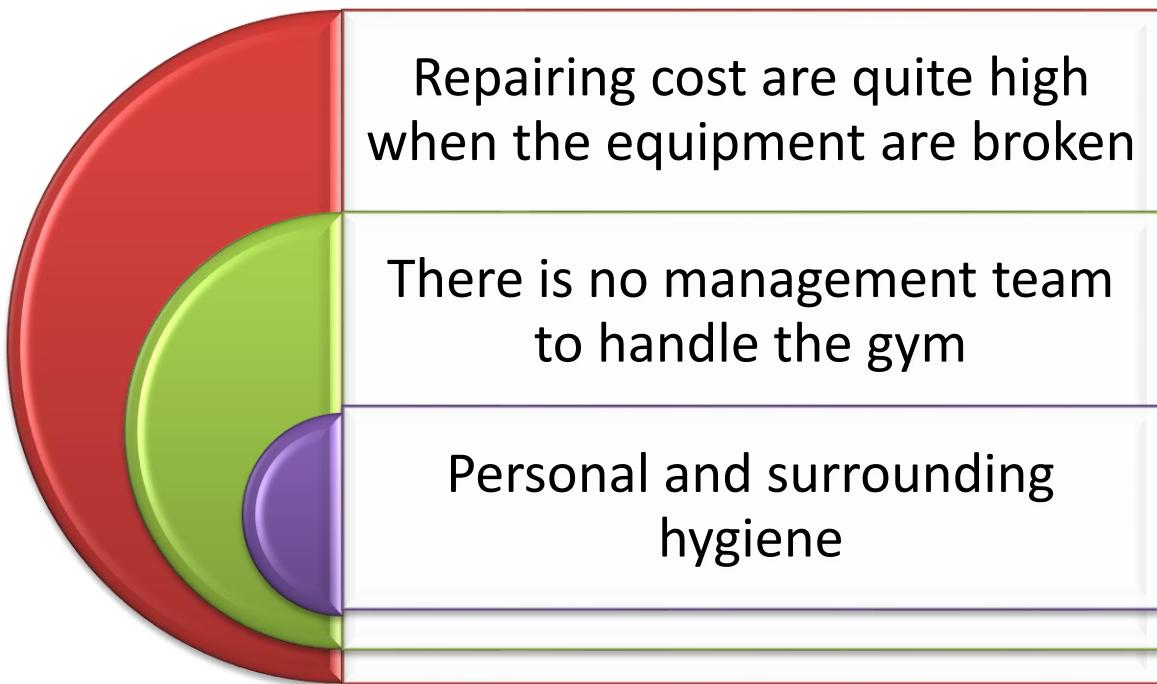
#### **1.1. Background of the Study**

Today, fitness gyms and private health clubs are a huge global business. The body ideals, exercises, techniques, and the pedagogy of fitness have become an increasingly international enterprise. Malaysians are quickly becoming aware of the need to stay healthy in an increasingly stressful environment that can cause harm to their productivity and health. Therefore, more Malaysians are incorporating a fitness regime into their daily lifestyle with majority of them spending on gym memberships. However, fitness consumers are continuously in search of excitement and experience, thus, they therefore value the importance of external stimuli in triggering responses (Derek & Wei,2017).

Fitness gymnasium different in term of place, membership fees and serve different social and equipment used. Most urban gyms are located in the center of city and are at their busiest during lunch time and after work hours. In order to attract customers, most gymnasium offer more than a plain and functional working out environment but present themselves as lifestyle or family oriented places. (Ceren, 2015). Consumption of several goods and services within one single place, tends to extend the time spent by the customers there. Consequently, one may think that the more time gym users spend at their gym, the more they engage with its material and social environment, and the more they are affected by the same so that the gym becomes more than just a training site for them.

A series of work on gyms deals with participants' motivation to go to the gym. It is argued that one of the main motives is the desire to achieve a certain physique that conforms to contemporary aesthetic ideals. On the other hand, some participants go to the gym as an escape from everyday life where people can relax their mind and run away from city hustle. Fitness gymnasium also may provide individuals with a heightened sense of morality as going to the gym improve their discipline in persistent presence of exercise (Ceren,2015).

## 1.2. Problem Statement



## 1.3. Purpose of the Study

-  To identify the major problems in the company according to SWOT analysis
-  To recommend the suitable solution based on the problem
-  To know the overall services provided in the company.