



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF CIVIL ENGINEERING**

**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**ETR 300**

**BUSINESS PLAN**  
**QUEEN'S FITNESS CENTRE**

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**Date of submission**

**20 April 2007**



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## EXECUTIVE SUMMARY

Queen's Fitness Centre Enterprise was located at Lot 03 03, 3<sup>rd</sup> Floor North Court, Queensbay Mall, Bayan Baru, Pulau Pinang. It is build for those who wish to have a healthy lifestyle and achieve want they want. There will be a gymnasium, aerobic classes and yoga classes.

Our target market is focus to those who is 16 years and above and people who lives around Bayan Baru. We are also focus to those who are had income RM2500 and above, middle class and upper class. We have a different program to different group of people. This fitness centre is operating everyday from 8.30 am to 1 am and for public holiday; we are open until 2 a.m.

People who are interested in aerobics and yoga classes, class will be open 4 times a week, means 3 classes for each day. We give expert instructors and we will give good consultants to our customers.

The Queen's Fitness Centre will launch on 7th July 2007. We will give special gifts to first 100 people who register our memberships. For membership, they have to pay for the fee, administrative fee and also monthly fee.

There are 3 categories that we have included in our fitness centre. First is for members, second is for beginner member and third is for student. For members, we will give special price for monthly fee. They will also have their own locker which is been paid in their fee. They just bring they membership card to enter the fitness centre. For the senior citizens, we will give a worthy price which is they have to pay per month.

For the beginners who are wanted to try it first, we will give special price for a week. If they are interested to join our club, they will only pay for 90% of the fee. For students, we are given students rate. They just have to bring their students card when they registered. They are classified as student if they are 16 years old to 25 years old. If the student is 26 years old and above, they are classified as members.



As for future, we hope that our fitness centre will give more benefits to our customer and also be the best fitness centre in Malaysia. We are hoping that we will expand our fitness centre and build more branches in all over Malaysia.