



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP ( ENT300 )

BORNEO FITNESS



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Miss,  
Submission of Business Plan Proposal (ETR 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ETR 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

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(AZAM BIN HAMZAH)  
Managing Director,  
Borneo Fitness.

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## 1.1 BUSINESS INTRODUCTION

**Name of the business :** Borneo Fitness is our company's name which is decided after a discussion among our shareholders. The name is chosen as it is suitable with our goals.

**Type/Nature of the business:** The nature of our business is to provide services, listen, and help support people in any way we can. Also to achieving results, and helping people get the body they really deserve.

**Industry Profile:** Small enterprises from local entrepreneurs, Local Sarawakian/local gym and fitness, Indirect competitors.

**Location of the Business:** The location of our business is located at Corner of Lorong Foochow No.1 & Jalan Tun Razak, 93675 Kuching. We choosed this place because this place was strategic and people easy to find it.

**Date of Business Commencement:** Our business will be expected to commence on 25th December 2016 due to the selection of the strategic operation place and building for our business. Apart from that, we have to set up and come out with a strategic marketing plan in order to provide activies and services to our customers.

**Factors in selecting the proposed business:** In selecting this business, there are a few reasons of why we choose this type of business. In our business, we thought that this type of business might give beneficial when it enters the market. Here are the reasons:

- 1) There are other direct competitors in the market for the same business.
- 2) High potential to promote fitness.
- 3) To add up the income.

**Future prospects of business:** To become a special local fitness in Sarawak, and also people nowadays want to get the beautiful shape body.



## 6.1 CONCLUSION

Borneo Fitness is the most cutting edge, state of the art gym. Equipped with the most modern equipment, as well as friendly and passionate staff, it's the place to be for anyone who wants to get fit and enjoy the experience in style.

Our focus is different to that of the typical commercial gym. Our emphasis is on movement and functional strength training; providing people with not only a good body, but true strength to help people go about the day better, whatever it is people do.

Also, we do things differently to your typical gym. We are focused on getting you the results you want to achieve, and will help you get there, one step at a time. Borneo Fitness want people joined to take the challenge.

B O R N E O F I T N E S S