



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

PARADISE FITNESS CNTRE

PREPARED BY

NORMASBAH BT MOHD. RAHIM	2011796289
RAMIZAH BT RAMLI	2011843368
NURHASIKIN BT ARIS	2011629254
ZARIQ SOFIA BT ZAIDI	2011382203

DIPLOMA IN BUILDING

SEPTEMBER 2013

NO.	CONTENT		PAGE
	Letter of Transmittal		
	Executive Summary (Abstract)		
	Acknowledgement		
	Partnership Agreement		
1.0	BUSINESS PLAN		
	1.1	Introduction	
		1.1.1	Name of the Business
		1.1.2	Nature of the Business
		1.1.3	Industry Profile
		1.1.4	Location of the Business
		1.1.5	Date of Business Commencement
		1.1.6	Factors in Selecting the Proposed Business
		1.1.7	Future Prospect of the Business
	1.2	Purpose of Business Plan	
	1.3	Business Background	
	1.4	Background of Partners	
2.0	ADMINISTRATIVE PLAN		
	2.1	Introduction	
		2.1.1	Vision and Mission
		2.1.2	Business Objective and Goal
		2.1.3	Administration Objective
		2.1.4	Partners/Shareholder
		2.1.5	Business Strategies
		2.1.6	Company Address
		2.1.7	Business Location Plan
		2.1.8	Building and Infrastructure
		2.1.9	Rental Agreement Letter
	2.2	Organizational Chart	
	2.3	Administration Personnel	
	2.4	Office Layout	
	2.5	Schedule of Task and Responsibilities	
	2.6	Employee Welfare	
	2.7	Schedule of Remuneration	
	2.8	List of Office Equipment and Supplies	
	2.9	List of Administration Cost	

We registered our studio under the name of Paradise Fitness Centre.

The form of business that we are going to do is partnership business. Our business will consist of four individual who will work together and have their own responsibility in managing the business. Our business will be fully operated on 1st of January 2014. Our business will be operating at Bazaar Ria Commercial Centre.

As mentioned earlier, our partners are entitled to take part in the business management.

We have agreed to appoint each of the partners as stated below:

NAME	DESIGNATION
Nor Masbah BT Mohd Rahim	General Manager/ Administrative Manager
Zariq Sofia BT Zaidi	Marketing Manager
Nur Hasikin Bt Aris	Operational Manager
Ramizah Bt Ramli	Finance Manager

Basically, the administrative manager will be in charge of the office coverage, prepare all necessary office supplies by identifying any needs involving the dance studio work schedule, improves the dance studio program and service quality by upgrading applications and procedure which is all basically everything that involves the administrative system. The marketing manager will help to encourage and increase sales by providing interesting marketing plan to attract customer in joining our dance studio services. Other than that, the operational manager is going to ensure that the fitness centre has the necessary manpower when they starts and communicate any changes made to the fitness activity with the customer accordingly. The finance manager will be in charge with the development of the financial management mechanisms that minimise financial risk, provide and interpret the financial information of the fitness centre business.

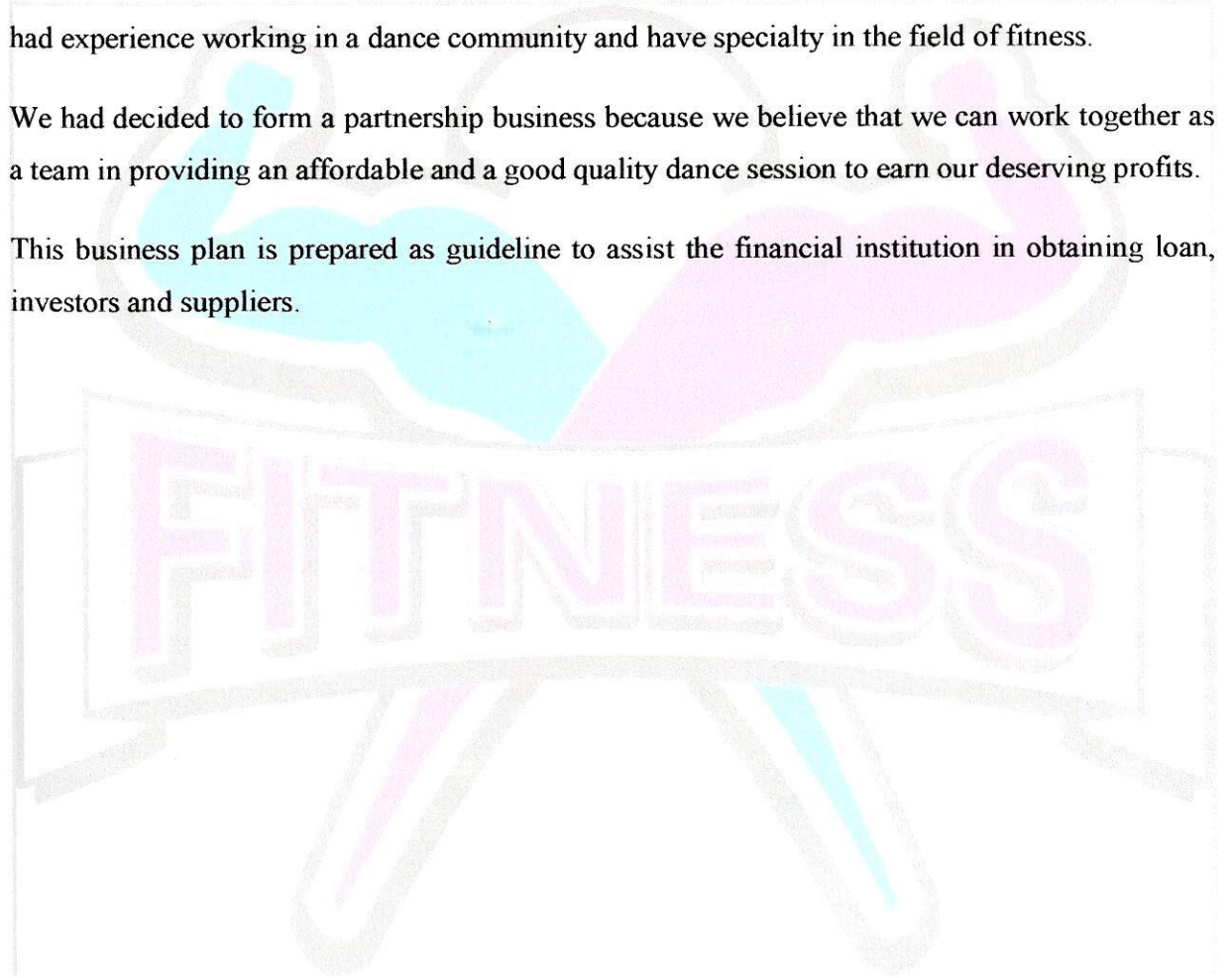
1.1 BRIEF INTRODUCTION

Paradise Fitness Centre is a business entity that provides professional fitness service to the customer. We want to create awareness to the public about the importance of fitness in our everyday lives and also to appreciate dance as a form of art and sports.

The business will be established in the form of a partnership business. This firm is founded by four individual who each will be the shareholders of the firm. All of the members of the business had experience working in a dance community and have specialty in the field of fitness.

We had decided to form a partnership business because we believe that we can work together as a team in providing an affordable and a good quality dance session to earn our deserving profits.

This business plan is prepared as guideline to assist the financial institution in obtaining loan, investors and suppliers.



1.1.1 NAME OF COMPANY

Our business name is Paradise Fitness Centre and to make it short we preferred our student to call the paradise.

But first of all, basically, a Paradise show that our fitness center is a paradise to our customer where we provides a very quality services and fascinating equipment and session.

We named our fitness center Paradise because we want to welcome everyone and anyone who conscious about their health and fitness not scared to come forward to improve themselves to be a better person.

1.1.2 NATURE OF BUSINESS

The nature of our business is to provide a professional dance services to our customer. The fitness services that we offer to our customer are latest fitness equipment and latest fitness class such as zumba, pilates and yoga.

Our fitness service operates fully on weekends and weekdays Monday till Sunday except on Friday. Basically, our business service does not only focus on providing fitness classes to customers but we would want to offer fitness workshop and event showcase. This is because we do not only want to educate but also to contribute to a society in such a way to entertain and promote fitness as not just part of a hobby.