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## COMPANY ANALYSIS

### Flextreme Fitness

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **Executive summary**

This paper is focused on a case study of the company, Flextreme Fitness that located at Puncak Alam, Selangor. For this purpose, the team have an interview session with the owner about the company information and do a SWOT analysis.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, contains the specialized subject study. Purpose of the project is to study the trend that makes the fitness is so popular among youth nowadays, to identify the background, serving provided, and technology used in running the business, to come out with some findings and recommendations and last to identify problems and issues of the company.

Next, we study about the business, marketing and its operational strategy used by the company to promote their products which the company provide a group training program, individual training program and sales on cold drinks. Lastly, the team researches the company financial achievements regarding how they manage their finances as well as achievements gain from financial management. Goals indicate what a business unit wants to achieve. The strategy is an action plan for getting the goals. This company has designed a strategy for achieving its goals, consisting of a marketing strategy, and effective management.

In this case study, we analyzed the strength, weaknesses, opportunities, and threats of this company in the real business world by using a SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analyzed and find a solution to overcome and to fulfill their needs in Consumer Trend Canvas (CTC) analysis.

## **1. INTRODUCTION**

### **1.1 Background of The Study**

The team had conducted a case study on Flextreme Fitness. Flextreme Fitness is a new company that has open in Puncak Bestari at Puncak Alam, Selangor. It is a fitness center that offers fitness training group and bodybuilder training. Its main target markets are residents and students.

### **1.2 Problem Statement**

The team has discussed and found out there are several problem statements which are:

- The fitness center is popular among residents. However, there are issues related to waiting time for using the equipment.
- The fitness center is the main target for exercise and getting training. Nonetheless, it is not able to cope with customer traffic.

### **1.3 Purpose of The Study**

- To study the trend that makes fitness is so popular among youth nowadays.
- To identify the background, serving provided, and technology used in running the business.
- To identify problems and issues of the company.
- To come out with some findings and recommendations.