



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN

RHINO'S GYM & FITNESS CENTER

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'LET'S GET FIT' is our tagline. Rhino's Gym & Fitness Centre is service type business founded in 2016 and will become a national leader in physical education that gives education to local communities the important to stay healthy and reduce the problem of obesity in our country. We are also providing efficient and effective services to our customers. Our principal offices are located in Kepayan Ridge.

Presently, our service is in the introductory stage. It competes based on the hall provided for women and men. We provide two hall that separates women and men that can give more privacy to women especially the muslimah. We also provide friendly professional trainer to each and every member. Moreover, we also provide female trainer for our women customer. Our gym also provides free Wi-Fi to our customer. Our futures plans include reduce the problems of obesity in our country starting from local communities in 3 years.

We define our market as healthy lifestyles. The total market size was approximately RM6,327,720 in 2015 and is expected to grow by 10% by 2 years. We currently hold 5% of this market and believe we can capture 5% by 1 year. Some of our most customers include the residents of Kepayan Ridge and Austral Park.

Our services is unique because of we provide separate hall for women and men to fulfilled the needs of women whom need more privacy and separate from men. We have competitive advantage because of our low cost producer status, clean, fun and more comfortable than other gym.

We are seeking RM135,471 which will enable us to provide high quality services and comfortable environment for our members by providing high quality equipment and professional trainers. We expect to provide an exit within 5 years by a dividend of excess profit.

Attract Financing

By putting statistics, facts, figures and detailed plans in writing, our business has a better chance of attracting investors to provide the capital needed by our business for getting started.

Manage Company

A business plan conveys the organizational structure of business, including titles of managers and their individual duties. It also acts as a management tool that can be referred to regularly to ensure our business is on course with meeting goals, sales target or operational milestones.

Maintaining Focus

A business plan contains all of our product and services information, manpower and financial estimates and our plans for the future. We need to refer to our business plan to grow our business. Any changes that we made will be reflected in our business plan. We can see how our proposed changes will affect the entire business through any updates of business plan. The business plan reminds us the reasons we started the business in the first place, the original goals and how business will affect our original vision.

Fueling Ambitions

When we break down our business into a business plan, it can motivate us because it presents the business in an organized fashion. When we spend the time to outline our business in detail, we begin to understand what will take to get our dream off the ground. Following a business plan can help us to map out the growth of our company and give confidence when we need it.