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SAMARAHAN CAMPUS, SARAWAK

DIPLOMA IN BANK MANAGEMENT [BM112]  
FACULTY OF BUSINESS STUDIES

ENT 300 – FUNDAMENTALS OF ENTREPRENEURSHIP  
‘AEROHEALTH FITNESS CENTRE’

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**"BERSATU BERUSAHA BERBAKTI"**

Sekiani.

Yang benar

**WAN FAKHRURRAZI WAN DAHALAN**

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### III. EXECUTIVE SUMMARY

Aerohealth Fitness Centre is a partnership company aimed to provide the customers with gymnasium services. There are five (5) members of this company partnership which consist of the General Manager, Administration Manager, Operation Manager, Marketing Manager, and Financial Manager. The major objective of our company is to provide customers in Kuching area with fitness and health centre that can fulfil their needs and demands.

Aerohealth Fitness Centre is design with its different services that have not yet been offered in any fitness centre in Kuching. What makes our business so unique and different is that we offer a separate gymnasium for the men and women. We found out that most customers especially women feel that they need specific places of gymnasium for them to workout. With this new type of services we will be able to compete and attract more customers especially among the women to our fitness centre. In addition we also provided health supplement to our customer and also with the gym instructor to advise them.

In order to makes our business run and progress smoothly every shareholders play their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to our fitness centre.

After gone through many stages of research and analysis, we find out that Kuching area has a great potential to be explore. It is strategic places for us to set up our fitness centre there because that particular area will be an opportunity for us since the population are high.

Our company will be located at Lot 507, Seksyen 6, KTLD, Jalan Kulas Tengah, 93400, Kuching Sarawak. Our business operation hours will be open from 08.00am till 21.00pm daily from Tuesday until Sunday. Monday and Public holidays will be closed to the public.



## 1.1 INTRODUCTION TO BUSINESS PLAN

### **1.1.0 Name of Business**

The name of our company is Aerohealth Fitness Centre. We choose this name because it represents the meanings of a big space or area which contain a lot of energy, power, physical and health. The name is very suitable to our business because we operate fitness and health centre to the public. We want to gives our customer a first class service that will make them satisfied and happy with the facilities that we provided.

### **1.1.2 Nature of Business**

Aerohealth Fitness Centre has a friendly, yet competitive environment where people can choose to participate in a variety of in-house competitions, we carry top of the line equipment, and our facilities are brand new, with cutting edge design and also health supplement. Our Business also provides separate gymnasium section for the man and the ladies that will be more comfortable for them to workout.

### **1.1.3 Industry Profile**

Services provided by our fitness centre such as gymnasium, health supplement, and dietary consultant. Health club facilities have a very different competitive environment compared to diet trends, books, and nutritional supplements. Instead of competing based on theories or scientific research, gyms base their marketing schemes on the ability to differentiate the amenities and services their facilities provide. However, the assortment of machines and sporting goods available to members is accompanied by a more overt image of confident men and women who are able to live a better life, presumably because they are a member of that particular gym.

By the nature of each force in the industry, fitness clubs and diet-related products coexist in a particular market segment where each advocates the other to a certain extent, yet maintain a position that ultimately, they themselves are the key component to nutrition and health. For instance, gyms will always sell nutritional supplements or diet books in their gift shops and diet books will never undermine the importance of regular exercise, yet, at the end of the day, each emphasizes that the most vital aspect of weight loss is their own product or service.