



UNIVERSITI TEKNOLOGI MARA

“LIVE YOUR LIFE FITNESS CENTRE”

PREPARED BY:

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PREPARED FOR:

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE:

MARCH 2013

SUBMISSION LETTER

Live Your Life,

Kota Samarahan,

9400, kuching, Sarawak.

Madam Siti Mardinah,

Lecturer ENT 300,

Mara University technology,

94900, Kota Samarahan.

9th March 2013

Dear Madam,

The submission of business plan proposal

With reference to the matter above, on behalf of my group, I am Nur Azierah Binti Imbran: the General Manager of Live Your Life Fitness Centre submits our business plan on the actual date as planned

02. Our company name is Live Your Life Fitness Centre and all of our business is partnership which is consists with five people. Partner's name is **Nur Azierah Binti Imbran, Mohamad Shahfandy Bin Murat, Sherleyni Zalea nan, Imelda Gurias, and Mohd. Nashrul Fikri Bin Suhaili.**

Thank you.

You sincerely,

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Nur Azierah Binti Imbran

(General Manager)

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1.1 EXECUTIVE SUMMARY

Live your Life is the name of company name of the Live Your Life Fitness Centre. This business is created by five members that are also acting as a manager to this business. By this we were agree to contribute some of amount to starting the business. The main Activities are fitness centre that are provides at here such as individual fitness level, weight management, cardiovascular training, and flexibility training. The customer satisfaction is the number one priority to us. Our business operation Hour is between 8.00 am to 10.00 pm every Monday to Friday, other than that, Saturday and Sunday we were open 7.00am to 11.00 pm, and we are closed in public holiday.

From the agreement of every members to form the business, we are agreed and believe that Nur Azierah Binti Imbran as a General Manager, Mohamad Shahfandy Bin Murat as a Marketing Manager, Sherleyeni Zalea Nan as a Operation Manager, Imelda Gurias as a administrative Manager, and Mohd Nashrul Fikri Bin Suhaili. The selecting of General Manager is based on the agreement among all the partners and elected is based on the capability, expertise, and, experiences.

General Manager is to plan and monitor the strategic progress of the business. The Marketing Manager is to decide the services to be marketed and come up with efficient ways to promote the services to the public. Operation Manager is ensure the business operation is well damaged, Administration Manager to organized and set up the organization administrative works and direction suitable to the company's. the Last but not least, Mohd Nashrul Fikri Bin Suhaili as a financial manager to prepare financial periodically.

1.3 INTRODUCTION TO BUSINESS PLAN

. Running a business efficient and effectively is a challenging task. There are a few criteria and prospect which is need to be fulfilled is a partnership business which venture and major with services of fitness service. For example, our business is provides the good fitness for customers and provides a good facilities and equipment for customer satisfaction and have trainer for existing and walk in client for work out in the gymnasium.

The business consists of six shareholders, who all agreed to contribute an amount of money as working capital purposes. In other hand, partnership is the best option to run a business because the shareholders will always giving input and sharing knowledge in order to gain for profit and maintain the business for having high quality services.

1.4 FACTOR IN SELECTING THE PROPOSED BUSINESS

1. Limited fitness services and facilities in Kota Samarahan area.
2. High demand for fitness and gym facilities
3. Increasing awareness in health and fitness among customers.

1.5 FUTURE PROPECT OF BUSINESS

1. Expand our company at other place after 3 years.
2. Introduce zumba classes and maternity classes.
3. Provide state of art facilities and equipment to our customers.