



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Civil Engineering

Diploma in Civil Engineering

(EC110 2A)

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

UNIVERSAL FITNESS CENTRE

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DATE OF SUBMISSION

25TH SEPTEMBER 2014

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi: Penyelia Projek, **PUAN SITI MARDINAH** di talian **(032-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

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EXECUTIVE SUMMARY

Universal Fitness Centre is the name of fitness centre that we created. This business is created by five members that are also acting as a manager to this business. This partner contributes capital as agreed in agreement. Our fitness centre is located at Batu Kawa with the service such as gym, boxing classes, Zumba dance classes and yoga classes. Our business hour is at 2:00 p.m. till 10.00 p.m. every day and close on public holiday.

From the agreement that we had make, we are agreed to choose Timothy Joanes as a General Manager, Walter Jude Anak Minggu as a Marketing Manager, Calvin Gaery Anak Philip as an Operation Manager, Shamer Anak Nicholas Felix as an Administrative Manager and Sebastian Barek Anak Geri as a Financial Manager.

INTRODUCTION TO BUSINESS PLAN

According to the book of Fundamental of Entrepreneurship, Business Plan is the written document that serves as a blue print and guide for a proposed business project that one intends to undertake.

Universal Fitness Centre is a partnership business which venture and major with services of fitness services to people around Batu Kawa. This business consists of five shareholders. All shareholders had agreed as stated in agreement letter where the amount of capital, profit and loss will be divide as stated ratio. In other way, the partnership is a perfect option to be taken because the shareholders will always share ideas and knowledge in order to gain profit and provide the best quality services.