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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

BIMA SAKTI GYM AND FITNESS CENTRE

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1.0 EXECUTIVE SUMMARY

Bima Sakti Gym and Fitness Center is a different gym in Kota Samarahan, Sarawak which we provide affordable price and special operating hours. Besides, as we all can see the name of our company is very unique and "Fitness Center" here mean we have also provide a special space and together with our trainer will lead the zumba session to those customer who are interested in zumba.

As for the business, our company have decided to provide a special operating hours so that those who is busy working can come to our gym after office hours. Our client is a customer who is students, athletes and public. We are targeting students and athletes because in Samarahan itself they have many campuses surround and it is easier for students to come to our gym and fitness center. We are also here to help those students that wanted to go to gym with the affordable price that we provide and offer.

Bima Sakti Gym and Fitness Center marketing strategy is to emphasize the quality and price for our products and services. We offer excellent service as people will come to our gym and fitness center. We do have a special offer which our Gym and Fitness Center will be provided a protein for our customers with the affordable price. The example of the protein that we have is Whey protein, fat burner protein and weight gainer protein.

The purpose that we set up this business is to help our customer to improve their stamina. Furthermore, they can also prevent many kind of illness such as diabetes, obesity, heart disease, etc. Besides, they can also do many kind of activities using our equipment that we provide in our Gym and Fitness Center. So, our customer can maintain their health.

2.0 IDENTIFYING NEED AND WANTS OF CUSTOMERS

Opportunity occurs whenever there is a need and want to fulfil. A 'need' is a consumer's desire for a product's or service's specific benefit, whether that be functional or emotional. A 'want' is the desire for products or services that are not necessary, but which consumers wish for. There are five steps consumer decision process includes need identification, information search and processing, identification and evaluation of alternatives, the purchase decision, and post-purchase behaviour. Consumers process information through exposure to a stimulus, actively paying attention to it, assigning meaning to the stimulus, retaining that meaning, and retrieving and applying that information to solve a problem or need they have in the future. Customers focus should be treat as a subset of the corporate strategy rather than the sole driving factor. This means looking beyond current-state customer focus to predict what customers will demand in the future, even if they themselves discount the prediction.

An idea of business opportunity that we have come with is from the gym and fitness centre service that mostly provide anywhere. However, there is some weaknesses arise and there is some demand needed to improve the gym service. That is how we come up with an idea, which is providing gym service with friendly operation time for our customers and affordable price for everyone. Based on experience and observation, mostly people come to the gym at noon or night time and some of them can't go to gym everyday because of the price is a little bit too expensive. This is because the customers always busy at day time with their work and assignment for the students so they just have their free time at noon, at night and on the weekend. Therefore, by providing the friendly operation time and have the affordable price, we can reduce the burden for our customers because they do not need to worry about the time because they can easily go to our gym after their free time. We also create a gym that have affordable price so everyone can spend their free time at our gym without worry about money especially for the students because our gym located at the universities area so there will be a lot of students interested to go to our gym. Thus, we have satisfied the customers through the services, which includes the clean of our machines, the clean of our gym and the friendly of our staff.

This gym and fitness centre also provides free Wi-Fi access for the customers. Free and fast Wi-Fi access helps customers to stay connected and productive while

3.0 SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY.

3.1 Scanning the environment

Environmental analysis is a strategic process to identify all the external and internal elements, and careful monitoring of these environments to identify future threats and opportunities which can affect the organization's performance. There are some environment factors that we have analysis through this business.

First factors is healthy life style. Everyone in today's era adopts a healthy lifestyle. Among the ways to practice a healthy lifestyle is to keep the body healthy and active. That's why we do gymnasium this is to provide the convenience of people to do exercises. We run this business because in this area does not have a lot of gyms. With the gym we build, the residents in this area are easy to do exercises.

Second factors is population. Based on the analysis, population in this place have been increase suddenly. This situation will make the demand in using gym in this place will increase. This is because, when the population of people increase, their demand on using the gym also increase, they need gym to do the exercises. So, this situation lead us to open the gym based on the population and demand of the people. Its also will give us a lots of profits because of less competition.

Third factors is the improvement in technology and trend. As we know that many type of new technology have been implement and applied in our country suitable with the economy growth. From this situation, a lots of new trend come to our country especially in doing exercise. that why we choose to open this business because going to the gym is become a trend nowadays. In this area also have many student and athlete from the university. they need gym also for their training session. We build gym because in this place didn't have many gym for the student and athlete.