



**ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP
CASE STUDY**

BODYLICIOUS FITNESS STUDIO

FITNESS SERVICE PROVIDER

PREPARED BY:

**FACULTY : FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

PROGRAMME : DIPLOMA IN PUBLIC ADMINISTRATION (AM110 4C)

SEMESTER : SEMESTER 2018/2019

PROJECT TITLE : CASE STUDY ON BODYLICIOUS FITNESS STUDIO

GROUP MEMBERS :

- 1. CHELSEA ALYSSA JONES LETAN (2016144233)**
- 2. CRYSTAL BELLE ANAK STANDLEY (2016702805)**
- 3. DAPHNE CHARMAINE HOWARD (2016306331)**
- 4. KIMBERLY CHELSEA ANAK DABLIN (2016908127)**

PREPARED FOR:
MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE:
29TH OCTOBER 2018

EXECUTIVE SUMMARY

Bodylicious Fitness Studio is one of the many fitness studios available in Kota Samarahan. It is located at G3 Commercial Centre, No.10, Lot 81733, Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak. The fitness studio has been operating since November 2016 whose core business focuses on Zumba activity. Bodylicious Fitness Studio provides fitness services for those who seek to lose weight, for those who wants to strengthen their stamina and for those who wants to improve their coordination.

Bodylicious Fitness Studio is seeking to make customers more aware of their physical health by not only providing classes on weekdays but to also participate in charity events such as Colour Run, Kid's Charity Run and many more.

One of the limitations that affect the business is the low knowledge of marketing. This problem contributed to the company's declining number of customers. The lack of diversification in their physical activities also affects the number of participation among customers. This is due to diminished interest that the customers feel and they tend to seek other attractive entertainment hotspots. In addition, the fitness studio faces staffing problems as the employees' job specification is not suitable for the position they possess.

The issue of low customer participation can be solved by introducing a variation of fitness activities which would attract the customers. Other than that, the fitness studio can provide more job opportunities to fill the vacant position based on the job specification. This can also develop knowledgeable marketing skills among the employees.

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	i
TABLE OF CONTENTS	ii
Introduction	1
Company Information	2
Company Analysis	4
Business Problem	5
Recommendation and Improvement	9
REFERENCES	10
APPENDICES	11

INTRODUCTION

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

According to Alfred Marshall, *the process of entrepreneurship or business development is incremental or evolutionary. It evolves from sole proprietorship to a public company.* Apart from that, entrepreneurship comes from a drive or motivation in an individual. Most entrepreneurs have the desire to achieve success business venture. The successful path and means for achieving success for muslim entrepreneurs are unique. Success in Islam is not merely measured by the end result, but also the means and ways of achieving them.

Entrepreneurship is the symbol of business steadfastness and achievement. Entrepreneurial revolution is critical to economic growth. Entrepreneurship may affect our future in many ways like innovative creation of opportunity. For example, portable phones linked to faxes and laptop will cars, train, and airport terminal into offices. Other than that, entrepreneurship not only affect our lives through innovation but represent the working future for many of us due to lays off by large organization and shrinking of job opportunities for graduates. In addition, entrepreneurship is synonymous to creation of new venture and small businesses, SMIs have been important contributors to local economic growth. The entrepreneurial SMIs provide services that the large corporation has neglected or lack of economy of scale for the large corporation to serve.

Moreover, as quoted by John Stuart Mill, *an entrepreneur is a prime mover in the private enterprise. The entrepreneur is the fourth factor of production after land, labor and capital.* It is more than mere creation of business. Entrepreneurship process is aided by collaborative networks in government, education and institutions.

Outline background of the study. Outline the purpose of the case study. Describes the business problem that this project was created to address. The problem may be process, technology, or product/service oriented. This section **should not** include any discussion related to the solution. Here, the reader should be able to get a clear picture of the essential contents of the study. Note any assumptions made (in considering not all information can be obtained).

Bodylicious Fitness Studio is a service provider business as it provides zumba classes. Zumba is an aerobic fitness programme featuring movements inspired by various styles of Latin American dance and performed primarily to Latin American dance music. Apart from being a sweat generator workout, zumba has its benefits as well in terms of boosting a person's mood and reducing health risks. Bodylicious Fitness Studio's business hours are every Monday to Friday at 7:30 p.m. to 8:30 p.m.

For more information on dates of future classes, events and promotion, customers can visit their Facebook page @bodyliciousfitnessstudio. The purpose of this page is to attract and connect with current and potential customers as well. Their promotional items include cards for zumba classes on certain occasion such as three days per week for RM24 instead of paying RM10 for walk-ins daily, and customers who bring friends of 3 or more will get one free zumba class. In addition, Bodylicious Fitness Studio has a zumba charity. The purpose of this charity is to help and support other organizations while promoting their studio.

Although it has its ups and downs as a business organization should have, this fitness studio achieves a profit of roughly RM2500 per month.

COMPANY ANALYSIS