



**FUNDAMENTALS OF ENTERPRENEUERSHIP**

**ENT 300**

**DIPLOMA IN BANKING MANAGEMENT**

**JBM 119 5A**

**4EVER FIT GYM AND FITNESS**

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Diploma in Banking Studies  
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Lecturer of Fundamental of Entrepreneurship (ENT 300),  
Faculty of Business Management,  
Universiti Teknologi MARA, Johor.

Miss,

**SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subjects.

This business plan is focus on the health care on people by fitness service focusing on target market area.

We had put our best commitment to complete this business plan according to the guidelines and requirement given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business loan which covers administration, marketing, operation, and financial aspects.

We hope that this business plan will success according to your satisfaction. Any mistakes or lacking in any area are fully our responsibility and we would appreciate any comments on the project in order for us to improve ourselves as well.

Thank you.

Yours sincerely,

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(Muhammad Farid Wajdi Bin Naksahbandi)  
General Manager,  
4ever Fit Gym And Fitness.

## INTRODUCTION

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Name of the company	: 4ever Fit Gym and Fitness
Nature of the business	: Fitness
Industry profile	: Our business is owned actively by partnership, incorporated as 4ever gym and fitness. Our business provided the gym facilities that made by our ownself.
Location of the business	: Viva Biz Avenue, Jalan Supiah Pillay 51200 Batu 2 Jalan Ipoh, Federal Territory of Kuala Lumpur.
Date of business commencement	: 1 <sup>st</sup> January 2016
Factors in selecting the proposed business	: To make innovation of the health care area we choose this business because its make high profits. Besides that, we can attract customer to come over because we provide the better service with reasonable price.
Future prospect of the business	: i) We are planning to expand our business by opening several branches around Peninsular Malaysia. ii) Get to enter the business online by promoting by using the social network media

## INTRODUCTION

Name of The Business : 4EVER FIT GYM AND FITNESS

Business Address : Viva Biz Avenue,  
Jalan Supiah Pillay  
51200 Batu 2 Jalan Ipoh,  
Federal Territory of Kuala Lumpur.

Telephone Number : 03-35785533

Email : [4everfit@yahoo.com](mailto:4everfit@yahoo.com)

Website : [4everfitness.blogspot.com](http://4everfitness.blogspot.com)



Administration plan bring the means of the management of our company regarding the management of the internal affairs of the business. Administration plan will lead to a better systematic flow of operation within the organization and aims to achieve a good quality of services to customers. Our company which is 4Ever Fit Gym and Fitness is managed by 7 managers which are lead by the General Manager. The respective managers are Muhammad Farid Wajdi bin Naksahbandi (General Manager), Anas Azfar bin Mohamad Fizi (Marketing Manager 1), Ahmad Nuraizat bin Zainal (Marketing Manager 2), Mohamad Razali bin Maula Hussain (Operating Manager), Elisa Natasha binti Elias (Administration Manager), Aira Syazwina binti Ayob (Financial Manager 1), and Nuraida Shadah binti Haripin (Financial Manager 2).

Based on the administration chart, general manager responsible for the overall flow of the business and he will be help by 4 different departments which is operation department, marketing department, financial manager and administration manager. In administration plan it will brief deeper in terms of duties and responsibilities of every department including workers. This has been summarize through job designation table and description at the upcoming pages. Employees' incentive had also been included in the administration plan to ensure the employees receive their benefit in working at our company. Table of remuneration, administration expenses and budget are also included in this administration plan.