

UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
FITLADY FITNESS

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Force Your Body For A Total Change

EXECUTIVE SUMMARY

Our business is basically to provide fitness centre for women only. The idea is to provide gym specifically for women as we all know that most gym was conquered by man. Plus, we see that many people especially women did not want to get mixed with man in the gym. Our fitness also offered Tae Bo which is the movement in martial arts such as kicking and punches. Tae Bo movement also can improve women self-defense skills. Therefore, we see an opportunity to build this business.

This proposal contains detailed information in each categorized from administrative, marketing, operational and financial plan. We bring you how our company operates, who holding what position; who is our target market and most important is how much profit we gain.

First of all, the Administrative Plan is the one of important component when open up a business. The administrative of business is interchangeable with the performance or management of business operations, also including important decision making. In the organization, the managers of administrator have these 'function' that were described by Henri Fayol as "the elements of administrative such as planning, organizing, leading and controlling. These elements will lead the business to achieve the company goals.

Based on the Operational Plan, we are ensuring that our service which is the fitness must meet the specification of the customer need based on the quality and satisfaction in using our service. Besides that, Operational management also design the method of conversion of inputs such as materials, labor, proprietary information, into outputs like a goods, services, value-added products, that is most beneficial to the organization especially to this company. Operations management also attempt to balance costs with revenue to achieve the highest net operating profit possible. The crucial aspect in this operational plan is we need to ensure that this business must run effectively and efficiently.

Other than that, our Marketing Plan is begin with the identification of specific customer needs and how the firm intended to fulfill them while generating an acceptable level of return. The most important things in our marketing plan are the market plan strategies, market competition, market plan budget, and also the marketing goal, if these all can be fulfill in the marketing plan absolutely our business will run well and have a high demand from the customer.

INTRODUCTION

Our company name is FitLady Fitness. We purposely chose FitLady because we are focusing on women who want to be fit and healthy. Our business is quite new and unique especially in Kota Kinabalu, Sabah since we only open the fitness for women and we introduce Tae Bo in our fitness. As we all know that all fitness centers was conquered by man and mostly women especially the muslimah has the limit to do exercise since they do not feel comfortable to mix up with man. We also provide steps and training on how to protect women herself by implied Tae Bo.

We come out with this idea because we see and observe that women in our country are lack of healthy lifestyle especially the housewife. We would like to serve these women with guidance on how to take care of their own health and body figure. We want the women to take serious on maintaining and keep their body fit for themselves and their family.

Therefore, we hope that women will not make any excuse not to exercise since we provide them with better service which is fitness centre which only specific for women and have kids' playroom if the housewife need to bring their children along.

PURPOSE OF BUSINESS PLAN

Basically, a business plan is a written document which described the proposed business or a project to be undertaken in a comprehensive manner. Other than that, it also known as a working paper or project paper for one company that wanted to start a business. Preparing a business plan is the most important thing that must be done before started business activities. We FITLADY FITNESS already listed the purpose of preparing business plan for our company. These are several reasons why we prepare a business plan:

1. To apply loan

We apply for about RM32 500. Loan can be applied at the banks or other sources. Besides that, this is the first steps for anyone who wants to start a business they have to apply for loan before they operate their own business if they lack of modal to contribute for the business capital.

2. Guideline for managing the proposed business

It as a guideline for managing the proposed business, to study and evaluate the feasibility of the business, and also as a guideline for day to day management of the business and opportunity for entrepreneur to assess the business venture objectively, critically and practically. This guideline helps the beginner to start the business easily and confidently without hesitation.

3. To convince investors

When the business plan is ready, it can be shown to the investor to convince them to invest in the business which can increase the capital of the company.

4. To study and evaluate the feasibility of the business

When the business plan is already prepared, then only we can make sure if the business is ready to run or figure out future planning.

5. Opportunity for entrepreneur

To assess the business venture objectively, critically and practically for the business industry.