



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS
AJ WELLNESS FITNESS CENTRE

HS 242

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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DECLARATION

We hereby declare the assignment titled Company Analysis submitted is a record of an original work done by us unless otherwise indicated or acknowledged as referenced work. We only used an article from books, journals, and the internet as references.

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EXECUTIVE SUMMARY

Entrepreneurship defines as the activity of putting in a business or businesses, taking over monetary risks within the hope of profit (Dorf, Byers, & Nelson, n.d.). The development of entrepreneurship, as each idea and activity, has been growing in importance in Malaysia. The perceived importance of entrepreneurship to the expansion of Malaysia's economy is proved by the sheer quantity and sort of supporting mechanisms and policies that exist for entrepreneurs, together with funding, physical infrastructure, and business informatory services. The establishment of a special ministry for entrepreneurs—the Ministry of entrepreneur Development—in 1995, clearly showcases the importance the government places upon the difficulty of entrepreneurship and entrepreneur development (Ariff & Abubakar, n.d.).

SME (small-to-medium enterprise) is a convenient term for segmenting businesses and other organizations that are somewhere between the "small office-home office" (SOHO) size and the larger enterprise. The European Union has defined an SME as a legally independent company with no more than 500 employees. Small and medium sized enterprises (SMEs) play a vital role within the economy of the many countries, crucial in terms of social inclusion, native employment and innovation (Bourlakis, Maglaras, Aktas, Gallear, & Fotopoulos, 2014). Within the developed world, like the European Union, around 99 % of economic activities will be derived back to SMEs, accounting for pretty much 66 % of all jobs within the personal sector. A similar scenario will be seen within the developing world wherever SMEs account for over 90 % of all enterprises. In Asian country, SMEs contributed 32 % of the country's gross domestic product, utilized 59 % of the nation's hands and contributed (Auzzir, Haigh, & Amaratunga, 2018).

We have been conducted a study in fitness and wellness centre. We conducted our study at Putrajaya. We collected the detail of company background, structure, main services, technology, a strategy of promotion, money accomplishment, and this data are going to be anise utilizing SWOT analysis, jointly of the effective approach for conducting this case study. This study is going to be mentioned on the corporate major and minor issues related to the methods. a recommendation is going to be provided to enhance the standard of the services that may meet the client demands and need. Thus, within the finish of this paper, we are going to conclude this study