



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY

NAME OF COMPANY

WORKOUT GARAGE

TYPE OF BUSINESS

SOLE PROPRIETORSHIP

PREPARED BY

FACULTY & PROGRAMME: FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES/DIPLOMA IN PUBLIC
ADMINISTRATION (AM110)

SEMESTER: 4

PROJECT TITLE: WORKOUT GARAGE (GYM)

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EXECUTIVE SUMMARY

The Workout Garage was founded in 2019 by a group of six friends namely Liyana Batrisyia, Vanaessa Evangelista, Sarmiza, Nurul Harisha, Connielia and Syied Hamiduddin. The reason why they came up with this business is because they see the needs and trends among the students of Universiti Teknologi Mara Campus Samarahan 2. Most of the students like to go to the gym during their leisure time but however most of the gyms are located at Desa Ilmu and unlike Universiti Teknologi Mara Campus Samarahan, Universiti Teknologi Mara Campus Samarahan 2 does not have a personalized gym for the students and staffs.

Thus, this group of friends see this need as an opportunity not only to satisfy the needs of their customers but also they see this as a great business opportunity as The Workout Garage will be the only gym located in Universiti Teknologi Mara Campus Samarahan 2. As the only gym in the campus, the possibility for it to be the main focus or option for those students or staff who go to gym is quite high and that is the main reason why the location chosen is in Universiti Teknologi Mara Campus Samarahan 2.

Next, what makes The Workout Garage different from all the gyms in Samarahan area is that we provide equipment which is different from other gym. Other than that, we will also give special price or low-rate price for the students as we understand the limitation of money that students faced. We will also have membership with low price for registration. Other than that, since it is located inside the campus, it will be easier for the students or also staff to come and exercise as they no need to pay for buses, taxis or grab in order to go to the gym. The staff can also exercise there while waiting for the traffic jammed in Samarahan to decrease.

Moreover, we want to promote a healthier lifestyle for the students. Rather than they spend time doing nothing in the accommodation, it would be better if they join those who go to the gym and start practising a better lifestyle.

IDENTIFICATION, EVALUATION AND SELECTING BUSINESS OPPORTUNITY

Step 1: Identifying the Need and Wants of Customers.

To set up a business, it is important for us to know what are the customers' need and wants. This is because, opportunity occurs whenever there is a need and want to fulfill. What is need and wants? Need can be defined as goods or services that are necessary to be required in order to live which includes the needs for foods, shelter, clothing or a good health care. Apart from that, the meaning of wants is personal desire of demanding for something unnecessary and more than basic need. As for example, everyone needs a shelter but not necessarily a luxury house. Business people will take this opportunity by finding the solution towards what are the customer want and needs in order to set up a business.

As for our business, we wanted to set up a gym business named WORKOUT GARAGE to satisfy the need and wants of the students and staff of Universiti Teknologi Mara (UiTM) Kota Samarahan Campus 2. We know that many of the students like to go to the gym. However, they have to pay extra for their transportation as there are no gym located in the campus. Therefore, we take this opportunity to came up with the idea of gym business located in the campus so that it will be more convenient for the students and staff to spend their leisure time by exercising at the gym and practice healthy lifestyle without having to pay extra for transportation. The staff can spend their time by exercising at our gym after they just finished their work while waiting for the peak traffic hours to elapse.

As we know the students have limited amount of money that need to be spend per week, we decided to charge fee which is cheaper than other gyms which is RM 5 per entry for maximum 6 hours and if they apply for membership, they only have to pay for RM 60 per month and they can go to the gym anytime they want. We also provide the customers with several gym equipment that are not located at any other gym in Kota Samarahan area such as boxing sandbag, gym ball and multifunctional 6-pax care. This is to make our gym different than any other gyms located in the area of Kota Samarahan.

SCREENING BUSINESS OPPORTUNITY

- Legal

Our company business is gym. In term of legality, it is legal to open such business in this area and in this country as well as if we open it in Universiti Teknologi Mara (UiTM) Kota Samarahan campus 2. This is because running a business such as gym in the UiTM does not give the negative impact or effect on the people as they must know that gym is the place where people do some exercises and knowing their own capability and knowing when to stop when they have reach their limits.

- Monopolistic Power

Our business gym will become monopolistic power if we are the only one open at the UiTM Kota Samarahan campus 2. The university students and staffs in UiTM Kota Samarahan campus 2 who were back then went to other gym will eventually focus on us because we provide gym at more affordable fees compared to other gym in Kota Samarahan areas. Besides, our business is still new and we are sure that the students and the staffs of UiTM Kota Samarahan campus 2 will tend to try our gym facilities.

- Level of Competition

The level of our competition is high because we have four gym in this Kota Samarahan areas which three of them can be found in Desa Ilmu areas and one of the gym is at UiTM Kota Samarahan campus 1. However, our business will mostly winning the customer because our targeted customer is students and staffs in the UiTM Kota Samarahan campus 2. We are confident that our targeted customer will only focus on our gym because we have the advantages compare to other gym such as we provide the entrance fees at more affordable price and the students will spend less because they do not need to pay for the bus fees to go to the gym unlike before.

- Capital Requirement

For our capital requirement, we will contribute RM 2000 each which our total amount will be RM 12000 for opening this business. From this capital, we will use it to pay for shop rent, electrical bill, extra services for the shop transformation and equipment installation, gym equipment such as dumbbells, punching bag and other facilities that we need in our gym in order to satisfied our customers' needs.