



GO HARD OR GO HOME !!



LEGION GYM AND FITNESS

ENT 300

COMPANY: LEGION GYM AND FITNESS

AM1104A

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LEGION GYM AND FITNESS

1.1 INTRODUCTION

LEGION GYM AND FITNESS is the name of our company. It's located at Sublot 77, The Hub Matang, Jalan Matang 93050, Kuching Sarawak. This business is based on sports and fitness. The reason of opening or choosing this business is the opportunity of getting profit is high. The population keeps increase year by year.

The average people who go to gym and fitness are youngster and adult. One of the reason people go to gym and fitness are want to get in great shape. Other than that, in order to getting great shape, we as the service provider, we are trying to make sure our customer The reason is obesity cases keep on increasing. Other reason of our business is, nowadays society is practicing sedentary lifestyle.

We are trying to change the society lifestyle from unhealthy lifestyle to healthy lifestyle. The main purpose of choosing this business is to increase the society awareness about fitness. In addition, we are providing a place for recreational activity like Zumba and yoga that suitable for all age from kids to adults. Our prospect of the business is to provide service to people that doesn't have time to exercise. We want to be a gym and fitness center that being trusted for getting the customer in great shape and make sure our customer stay healthy and satisfied.

Lastly, we try to give the opportunity for the underprivileged to stay healthy with the reasonable monthly and daily fees.

2.1 PURPOSE

The purpose of having business plan is making sure our business is in good condition to operate. This will prevent from any error and problems that are occur while conducting business. Second reason of having business plan is to have systematic and strategic plans that able to guarantee assurance for the bank to grant loan.

This business plan will provide information for the bank analyst our business. In addition, this business plan will convince the investor to invest in our gym and fitness. Beside than that, it is to study the opportunity and sustainability in selected area. It's better to find an area that can attract the customer and strategic in order to gain more customer.

Next reason is for the employee to study on how the business operates and preventing any error or mistakes. If the employees know the business plan, this will lessen the percentage of loss while conducting the business. The business plan also will make sure that we are preparing for any circumstances or problem may happen in the future.

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5.1 ADVANTAGES

We choose this particular area due to the competitors. We only have one competitors that is Muscle Planet so we can focus more on our service rather than competitors. This area also consists of housing area and schools. This will ease the people on that area to go to our gym because it is near. People can become healthy without have to go far. Based on our research, the population on Taman Matang Jaya is mostly teenagers. Our only main target customer is teenagers. There should not have any problems on finding market size. Taman Matang Jaya is a develop area. This gives us more benefits on finding market. Our location also an attraction due to a lot of shop lots there.

There's ATM , restaurant and many more. Therefore it's giving us more advantages to operate our business there. We are sure we will gain profit due to our strategic selected area that is Taman Matang Jaya.



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