



MARA UNIVERSITY OF TECHNOLOGY

Faculty of Business Management
Diploma in Office Management & Technology
(BM118 5B)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

MISC'Z FITNESS CENTRE

Group Members

Name	Matrix No.
Zerliana Ak Castelo	2011547293
Socynagaran Ak Tawie	2011532167
Stephanie Irene Ak Jonet	2011507063
Nancy Ak Kum	2011901771
Sharlonmina Ak William	2011549251

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EXECUTIVE SUMMARY

MISC'Z is the name of fitness centre that we created. This business is created by five members that are also acting as a manager to this business. This partner contributes capital as agreed in agreement. Our fitness centre is located at Batu Kawa with the service such as gym, training services, zumba dance classes and dietary plan and weight management class. Our business operation hour is at 10:00 a.m. till 6:00 p.m. every day and close on public holiday.

From the agreement that we had make, we are agreed to choose Zerliana ak Castelo as a General Manager, Stephanie Irene ak Jonet as a Marketing Manager, Sharlonmina ak William as a Operation Manager, Nancy ak Kum as a Administrative Manager and Socynagaran ak Tawie as a Financial Manager.

The management will lead by the General Manager assisted by other managers. The General Manager is responsible in planning, leading and organizing the business. The Marketing Manager is responsible in creating the marketing plan and identifies the competitors. The Operation Manager is responsible to the entire job that related to the operation, while Administration Manager handle job related to administration such as the schedule of the staff and their responsibilities. Lastly, the Financial Manager will handle the financial matters such as preparing the budget and financial statement.

INTRODUCTION TO BUSINESS PLAN

According to the book Fundamental of Entrepreneurship, Business Plan is the written document that serves as a blue print and guide for a proposed business project that one intends to undertake.

MISC'Z Fitness Centre is a partnership business which venture and major with services of fitness services to people around Batu Kawa. This business consists of five shareholders. All shareholders had agreed as stated in agreement letter where the amount of capital, profit and loss will be divide as stated ratio. In other way, the partnership is a perfect option to be taken because the shareholders will always share ideas and knowledge in order to gain profit and provide the best quality services.

INTRODUCTION

Marketing is the process of planning and executing the product conception, promotion and distribution. Marketing also defined as the activity that is carried out systematically to encourage and increase sales of product or service as long as the activity that takes place between business entity and its customer.

An effective marketing starts with recognition of customer needs and the work backward to device product and service to satisfy these needs. In this way, we can satisfy customers more efficiently in the present and the anticipate changes in customer more accurately in the future. In marketing it should focus on building long-term customer relationship in which the initial sale is viewed as beginning step in the process, not as an end goal. As a result, the customer will be more satisfy and will give more profitable to the company.