



UNIVERSITI TEKNOLOGI MARA KAMPUS MUKAH

DIPLOMA IN BUSINESS STUDIES

SEMESTER JUNE-OCTOBER 2016

"KRENG GYM"

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SUBMISSION LETTER

ENT300 Diploma Student
Faculty of Business Management
Universiti Teknologi Mara
Kampus Mukah Sarawak

Madam Noor Emma Shamsuddin,
Lecturer Fundamentals of Entrepreneurship
Universiti Teknologi Mara
Kampus Mukah Sarawak

Dear Madam,

Submission of Entrepreneurship Business Proposal

As the representative of the Kreng Gym company, I would like to submit our business plan for your evaluation. It is a great pleasure that we were given the chance to accomplish this incoherent task throughout the semester. As part of the syllabus, it had taught us well practically as well as exposing us to the real world challenges.

2. The business plan was completed according to the guideline and requirement of Ent300 course. It serves as business blueprint. It train us on how to run a proper business which consist of administration, marketing, operation and financial aspects. This opportunity gives us great experience and we hope that this knowledge might be very useful in the future.

3. The business is a partnership and the pioneer are as follows

- i. Mohamad Azrin Bin Ajis- General manager/ Administration Manager
- ii. NurFadhilah Aisah Binti Hj Kiple-Marketing manager
- iii. Muhamad Azlan Bin Rusli-Operation Manager
- iv. Constance Clara James-Financial Manager

1.1 EXECUTIVE SUMMARY

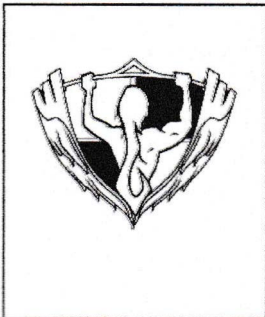
Kreng gym is officially launched in 1 January 2017. The business main activities is to provide service in fitness industry. To accomplish the goals, the company will ensure friendly services and reliable facilities and equipment to the customers so that they believe, Kreng gyms is the best when it comes to exercise activities.

This new company enters the fitness market to fit the expanding demand of the locals. It is because the expanding market. Gym industry has already exploding in cities such as Kuching and Miri. So why not Mukah this time around? However, our gym is not a fashion parade, it is pure utilities to fitness because we do things differently.

Company Name

Kreng Gym is established in 2016 where we serve facilities for the public to manage their health and fitness. Kreng is familiar with the locals symbolise bold, strength and power which were coherent with the gym existence itself.

Logo



(Figure 1.1 Logo)

Nature of business

Kreng gym involves in health and fitness industry where we serve the community an ideal place to experience a very comfortable daily exercises.

1.2 Company Background

NAME OF THE COMPANY	
Nature of the business	Partnership
Industry profile	Fitness
Location	Mukah
Address	Sub lot 1-10 , Blok 51 , Mukah Land District,Jalan Wawasan,96400,Mukah.
Telephone	084-871128
E-mail	krenggym@gmail.com
Main Activities	Exercise
Date and Number of Business Registration	1st January 2017

(Table 1.1 Company Background)

1.3 Location

Kreng gym is located at Sub lot 1-10 , Blok 51 , Mukah Land District,Jalan Wawasan,96400,Mukah. We choose this location because strategic that near with residential area, markets, hotels, education institutions and town. Besides that, local people can also come to our gym. It is also near to the main road because of this people are easy to come and eventually will attract customers. Can be easily found at one of the entrance to the city of Mukah. It is also a little bit far from its industry competitors. The other benefit is the gym located next to a restaurant where our customers can enjoy their healthy meals before and after a hectic exercises.