

Universiti Teknologi MARA

Promotion of Services through Short  
Messages Services (SMS):  
A Business Model for the Fitness Centre

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Thesis submitted in fulfillment of the requirements for  
**Bachelor of Science (Hons) Business Computing**  
**Faculty of Computer and Mathematical Sciences**

May 2009

## ACKNOWLEDGEMENT

By the name of Allah, Most Gracious and Most Merciful

Alhamdulillah to Allah Almighty because of His blessing that give me good health and capabilities from the beginning of the project until it is completed. I would like to dedicate special thanks to my project supervisor, Madam Nalini Dharmarajan for giving me advice, guidance, encouragement, ideas and showing concern from the beginning until the accomplishment of the research study. For my theses coordinator, Cik Emma Nuraihan Mior Ibrahim thanks for giving the advice and support.

I would like to give appreciation to my family for their support, encouragement and also their prayers for me. Not forgetting for my clicks who had given me support, encouragement and co-operation in completing this research study.

Thank you,

## ABSTRACT

Health is the most important aspect for people to care about. Fitness centers also called health clubs are places which house exercise equipment for the purpose of physical exercise and provides facilities such as advance exercise equipment, personal training, personalized fitness programming, group exercise classes and membership. Advertising of services provided by fitness centers is just another type of information that is being sent to the selected people with a specific purpose which is informing and influencing that particular person to join this fitness center. More recently various service sectors have adopted short messages system (SMS) service platform for their business promotion and growth. The purpose of this research study is to identify the requirements of the business model and to develop a business model of promotion of services for fitness center. The research in this paper, the information that relate to the proposed business model is gathered by three different approaches which are by interview, observation and questionnaires. In this proposed business model, the researcher has identified seven components of the business model which is customer segments, value proposition, communication and distribution channel, customer relationship, revenue streams, partner network and cost structure.

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