



Cawangan Negeri Sembilan  
Kampus Seremban

# FACULTY OF SPORTS SCIENCE AND RECREATION

*"Where sports and knowledge come together"*



## FSR@S3 e-BULLETIN

1<sup>ST</sup> EDITION

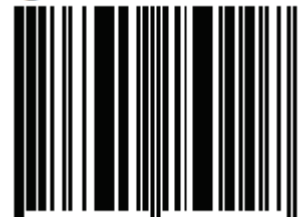
YEAR 2023

In conjunction with student association



Faculty of Sports Science and Recreation

eISSN 3009-1500



9 773009 150007

9 NOVEMBER 2023

## MONEY HEIST FIT ATTACK XVIII (SR FALCONS)

Nur Athirah Binti Rohaimi & Siti Khairunisa Binti Othman  
Faculty of Sports Science & Recreation



Picture 1: The event poster

On June 16, 2023, Fit Attack XVIII, an aero dance-themed event, was held at the Marquee Tent UiTM Seremban. Fit Attack XVIII is a fun daily workout that can test your coordination and can burn your calories in an hour. This event was guided by Mr. Amrun Haziq bin Abidin and Mr. Azzat Bin Adnan, both lecturers at the Faculty of Sports Science and Recreation. This event's bureau consists of 86 organizers. This event's goal is to fulfil the topic requirements of Applied Physical Fitness and Wellness (SPS500) for the 3rd-semester students. Furthermore, this event has the potential to establish relationships and foster passion among the students. Following that, this event is designed to assist organizers in improving their management and administration skills to organize the event.

The target market for this event was decided using the marketing mix decision which is through product, price, place, and promotion. Fit Attack XVIII focuses on cardiovascular and muscle development, through exercise that is set to the music. It can provide intangible benefits in which participants can have fun and be fit, in one place. There was no charge for this event, but participants purchased jerseys to show their support. Each purchase earned them five chances in the lucky draw slot. The organizer chose Instagram and the faculty board to put up the poster about, in its publicity drive. Lastly, the organizer also communicated with target groups through a promotion mix.



Picture 2: The theme Money Heist

To improve, the organizer had taken the initiative to modify the event by adding an attractive opening presented by cosplay (Money Heist), in line with Fit Attack XVIII's theme and ended with an awesome lucky draw. As the main character, they perform both dancing and acting on the stage before they began the event. Following an improvement survey, the organizer found that they needed power marketing to make sure that it is more attractive than the previous Fit attack. Thus, this Fit Attack XVIII provided a special lucky draw such as iPhone 13, Huawei Smart band, Sony Headphone, Foldable Chair, etc. in a move to attract more participants and at the same time increase awareness about fitness.

Fit Attack XVIII used Instagram as the main platform to blast posters, banners, video trailers and promote their limited-edition jersey. The organizer also gave an invitation letter to all lecturers to boost the publicity of the event. They chose the best way to advertise all the details because most of the target market use social media extensively. Due to the eye-catching theme and the organized posts on Instagram, many participants from all faculties were interested to join the event. Overall, this event demonstrates that this batch's teamwork was excellent. The participants were amazed by the unexpected preparations and efforts of the organizers in promoting the event so much so that it obtained an outstanding response – one that surpassed their expectations. The participants gave the event a lot of positive vibes and great feedback.



Picture 3: Event official jersey



Picture 4: The event committee