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FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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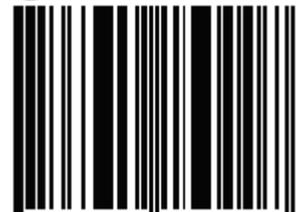
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MARKETING STRATEGY OF UITM FITNESS CHALLENGE

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The highly anticipated UiTM Fitness Challenge, a unique event conducted on June 7th, 2023 at the state-of-the-art FSR Gymnasium, Seremban, saw a record-breaking turnout from eager students. The event, which was meticulously planned and executed, had an astounding response, with a total of 30 students stepping forward to take on the physical challenge. The venue's colourful environment was electric, with individuals displaying their tenacity, stamina, and passion for physical training. This incredible turnout highlighted students' increased enthusiasm and dedication to leading a healthy and active lifestyle. Among the interesting activities that were carried out were Push-ups, Burpees, Lunges and Plank. Every activity was carefully curated to push the limits of physical endurance and showcase the participants' strength and determination. The prize pool offered to the winners was RM220 and the fee was as low as RM10 per person.



Picture 1: One of the sessions

There are a few steps in the planning phase of this event – the steps consist of management functions, the first of which is the market selection decision. The organizers

initially wanted to do six exercises namely Push-ups, Burpees, Lunges, Plank, Squats, and Leg Presses. However, after conducting a more in-depth survey amongst the students and from previous events, the organizers only set 4 exercises to prevent unwanted incidences such as injuries to the participants, as the participants would then be required to do things beyond their limit. As organizers, the students should always make market selection decisions because this is something important in ensuring that all events run smoothly and unwanted incidences are avoided.

The next step in the planning process is understanding consumers' needs. During each meeting prior to the event, the organizer included some information gathering to define and specify the ideal activity or type of exercise to be held on the day of the event. This step was taken to address the needs of the participants while also ensuring that the program objectives were met.

The final step is the 4Ps (Product, Place, Promotion, Price). For the product, this event provides benefits to participants such as improved health and a sense of healthy competitiveness. This event was hosted at the gym in UiTM Seremban 3 because it has all of the necessary equipment for the students to carry out the planned activities. The organizers chose Instagram as a promotional medium for their event. This is because Instagram has a great influence in promoting events like this, and it may help to raise event awareness among individuals while also attracting them to participate. As for the price, the organizers planned cash incentives for participants who won the activities. This was done to entice students to attend this event. This is an example



of smart marketing because giving rewards encourages students to compete more intensely and aim at winning the activity.

Overall, UiTM Fitness Challenge was a successful event which ensured the marketing objectives were achieved by the students. All the participants and spectators felt satisfied with all the games and activities. Organizing this event also provided some entertainment and enjoyment to the students during their free time.

Picture 2: The advertising tool