



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF CIVIL ENGINEERING**

**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**ETR 300**

**BUSINESS PLAN**  
**QUEEN'S FITNESS CENTRE**

**Prepared by**

**NORA FARINA BINTI MOHD HALIM (2004650614) (6D)**  
**RAZAINAN BINTI ZAWI (2004650678) (6C)**  
**NAZIRAH BINTI AB WAHAB (2004650573) (6C)**  
**HASMAH BINTI SHAMSUDDIN (2004650527) (6D)**  
**SURIALIKU BINTI KAMARUDIN (2004650701) (6D)**

**Prepared for**

**ENCIK MOHAMMED ZAIN BIN IDRIS**

**Date of submission**

**20 April 2007**

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
VISION, MISSION, AND SHARED VALUES	3
LETTER OF TRANSMITTAL	3
FINANCIAL LOAN LETTER	6
ACKNOWLEDGEMENT	9
<b>1.0 EXECUTIVE SUMMARY</b>	<b>12</b>
<b>2.0 PURPOSE OF BUSINESS PLAN</b>	<b>15</b>
<b>3.0 COMPANY BACKGROUND</b>	<b>18</b>
3.1 COMPANY BACKGROUND	19
3.2 COMPANY'S NAME AND LOGO	20
3.2.1 SYMBOLS DESCRIPTION	20
3.2.2 COLOURS DESCRIPTION	21
<b>4.0 PARTNERS BACKGROUND</b>	<b>22</b>
4.1 SHAREHOLDERS	23
4.1 OWNER OR PARTNERS BACKGROUND	24
4.3 AGREEMENT	29
<b>5.0 ADMINISTRATION PLAN</b>	<b>35</b>
5.1 ADMINISTRATION PLAN	36
5.2 GENERAL BUSINESS DESCRIPTION	37
5.3 INTRODUCTION TO THE ORGANIZATION	37
5.4 ORGANIZATION CHART	41
5.5 LIST OF ADMINISTRATIVE PERSONNEL	42
5.6 SCHEDULE OF TASKS AND RESPONSIBILITIES	43
5.7 SCHEDULE OF REMUNERATION	45
5.8 LIST OF OFFICE EQUIPMENT AND SUPPLIES	46
5.9 ADMINISTRATION BUDGET	48
<b>6.0 MARKETING PLAN</b>	<b>50</b>
6.1 INTRODUCTION	51
6.2 MARKETING OBJECTIVE	52
6.3 SERVICE DESCRIPTION	53

6.4	TARGET MARKET	54
6.5	MARKET SIZE	55
6.6	MARKET SHARE	56
6.7	MAIN COMPETITORS	57
6.8	SALES FORECAST	59
6.9	MARKETING STRATEGIES	60
6.10	LIST OF MARKETING PERSONNEL	67
6.11	SCHEDULE OF TASKS AND RESPONSIBILITIES	67
6.12	MARKETING BUDGET	68
<b>7.0</b>	<b>OPERATIONS PLAN</b>	<b>70</b>
7.1	INTRODUCTION	71
7.2	JOB ACTIVITY CHART	72
7.3	PROCESS FLOW CHART	73
7.4	CAPACITY PLANNING	74
7.5	MATERIAL REQUIREMENTS	75
7.6	LIST OF OPERATION PERSONNEL	77
7.7	SCHEDULE OF TASKS AND RESPONSIBILITIES	77
7.8	SCHEDULE OF REMUNERATION	79
7.9	MACHINES AND EQUIPMENT	80
7.10	OPERATION SPACE AND LAYOUT PLAN	85
7.11	OPERATION BUDGET	87
<b>8.0</b>	<b>FINANCIAL PLAN</b>	<b>89</b>
<b>9.0</b>	<b>CONCLUSION AND RECOMMENDATION</b>	<b>105</b>
	APPENDICES	107

## EXECUTIVE SUMMARY

Queen's Fitness Centre Enterprise was located at Lot 03 03, 3<sup>rd</sup> Floor North Court, Queensbay Mall, Bayan Baru, Pulau Pinang. It is build for those who wish to have a healthy lifestyle and achieve want they want. There will be a gymnasium, aerobic classes and yoga classes.

Our target market is focus to those who is 16 years and above and people who lives around Bayan Baru. We are also focus to those who are had income RM2500 and above, middle class and upper class. We have a different program to different group of people. This fitness centre is operating everyday from 8.30 am to 1 am and for public holiday; we are open until 2 a.m.

People who are interested in aerobics and yoga classes, class will be open 4 times a week, means 3 classes for each day. We give expert instructors and we will give good consultants to our customers.

The Queen's Fitness Centre will launch on 7th July 2007. We will give special gifts to first 100 people who register our memberships. For membership, they have to pay for the fee, administrative fee and also monthly fee.

There are 3 categories that we have included in our fitness centre. First is for members, second is for beginner member and third is for student. For members, we will give special price for monthly fee. They will also have their own locker which is been paid in their fee. They just bring they membership card to enter the fitness centre. For the senior citizens, we will give a worthy price which is they have to pay per month.

For the beginners who are wanted to try it first, we will give special price for a week. If they are interested to join our club, they will only pay for 90% of the fee. For students, we are given students rate. They just have to bring their students card when they registered. They are classified as student if they are 16 years old to 25 years old. If the student is 26 years old and above, they are classified as members.



As for future, we hope that our fitness centre will give more benefits to our customer and also be the best fitness centre in Malaysia. We are hoping that we will expand our fitness centre and build more branches in all over Malaysia.