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MODULE TITLE:MANAGING ENTERPRICE IN THE 21ST CENTURY

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Introduction , description and executive summary of the business

Introduction:

A plan to start a business is about executing the short, middle and long term goal by achieving a healthy return in the study below the business strategy of Kangoo Jumps will be discuses. The business goal of kangoo jumps is to make profit and revenue by following a proper business plan and mitigating the business risks. The marketing and management criteria of the business will be scrutinized by giving suitable financial plans for the company's growth.



Executive summary and Description:

Kangoo Jumps will be set up In Cardiff Est the fitness centre will be in the floor of the weber building. A female person in the reception will provide full guide about the facilities and importance of the training centre. The major goal of kangoo jumps is to become a renowned business in the area of Cardiff. It focuses on achieving profit of 50.000 by the end of the year. Its other focus to expand the business in the full country by providing the facility of kangoo jumps to the costumers to serve health benefit. Proprietor's original cash contribution 20,000;Loan 60,000.

Total capital operation to start a new business 80,000

The gym will provide three classes per day and three days per week. Will be open from 9:00am till 18:00pm.

More objectives :

- To increase the customers attractions towards the gym to increase the sales
- To generate new opportunities for employers
- To improve the quality of the equipment
- To increase the satisfactions of the customers



Marketing

1. Target customers

- Of this business are male and female because this sport don't have age. They are from school , students , office workers and also retired persons

2. Estimate market share

- The total population of Cardiff is 363,000 as of 2018 (GOV.WALLS,2018)

3. The potential market share

- Of the business ascertained by identifying and measuring the demographic range, the income group of the people, the level of educational and their occupational segmentation.

MARKETING PLAN

Criteria	Description	Duration	Expenses
Newspapers	Promote on the sport slides	2 mounth per day	300£
Fliers	5 miles around Cardiff	3 mounths	100£
Posters	Bus station	2 mounth	250£
Banners	In centre of Cardiff	1 mounth	400£
Online	Facebook;Twitter;Instagram	12 mounth	120£

Market Analysis

Since the gym is a service provider the main source of income will be the subscriptions by the members.

TWO PLANS

- 1. The normal plan**
- 2. The premium plan**

The premium plan will allow the members to receive special extra conditioning classes ,where sessions will be conducted with the trainers one by one to one basis(Gotischalk , 2018)

In order to increase the sales the premium membership plans will be available as a discounted price on the few month opening the gym. The gym will provide Kangoo Jumps training to customers ,which now becoming a new trend all over the world and in the U.K. Will provide three classes per day and three day per week upon boots will be given to the price members free of cost.

Competition and suppliers

1. Kangoo Jumps Club

This gym is popular because of Cristina ,who is one of the best kangoo jumps trainer in the UK

2. Cardiff Village Gym

This gym was the first to provide kangoo jumps training to their members in Walls . Have the reputation of being spearhead by Ian Bossley ,who also have the reputation of being a renewed ex-army officer.

This two Kangoo Jumps Gym don't have any discounted price , no nutrients related and no good insurance.

Our business will provide healthy activities , nutrient tips , proper diet and many benefits.

SUPPLIER

Will be expert fitness UK witch is number 1 in London.

Management

The AIM of the management of the fitness centre is to make sure that the members of the gym avail the services that are provides with of any problems and retain them for longer period.

The management objectives of Kangoo Jumps:

- To provide excellent services
- To monitor the services
- To retain the members for long term
- To satisfying the members with high quality of training
- To have top sales
- To make sure the trainer are qualified
- The nutritionist to have a degree in nutrition's science
- This business will be a manager , supervisor trainer

Swot analysis

STRENGTHS

Marketing is successful management plan, successful financier, plan ,successful promotion plan

WEAKNESSES

Training process have to be improved and nutrition plan have to be improved

OPPORTUNITIES

Opportunities market growing events and change to improve the sales ,to keep member for long term

THREATS

Potential competitors market trends supplied able to supply at same low price

Pestle Analysis

POLITICAL

Permission for council and with the help of loan Gov. campaigns such as “get set for life” this influence the community in to a more healthier to improving fitness level

SOCIAL

Great for social new working group exercise and the ages members because we supply great social interaction .There is also attendance to look good and have better bodies and the gym is a way for people to achieve them goals.

ENVIRONMENT

High energy consumptions (price)due the most macahinos heed electricity to operate.

ECONOMICAL

Factors such as rising electoral and water rates and increase staff wages add to the gym club's running cost people on lower income wages ,do not spend money on leisure's activities to join kangoo jumps.

TECHNOLOGY

- Exercises machines and equipment needs to be up
- Text messaging customers about latest deals or offers as well as online free pass trials is also technically effective

LEGAL

Rules and regulations set by the fitness industry , insurance , government and healthy regulations to be ad to read .

Expenses Statement Project For Year Ending December 31-2018

[illegible]

Total Income Statement For Year Ending December 30-2018

[illegible]

Conclusion

In this study, background information on our business was covered. The mission and purpose were also stated with goals and description.

The study also reflected on the analysis of the business potential marketing strategy of the kangoo jumps was pointed too.

The effective financial instruments to be used by Kangoo Jumps in order to raise finance and sustainability were also provided.

Our business have a plan for one year.

In the future we want to set up an applications using 5 GB with holograms

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THANK YOU.
ANY QUERY ?

