

Final Project 1

Code: MGM 496-PMG496

Project Template

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To

Faculty of Management
Midocean University

عنوان المشروع

أكاديمية السيدات للفنون والتربية الرياضية

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التاريخ- الفصل الدراسي

Second Trimester 2024-8/15

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Relaxation Center

Ladies' Academy of Arts and Sports Education



Business Plan

Executive Summary

The Business Concept Or Model

The Kingdom of Saudi Arabia is witnessing in the current decade an accelerated progress and development in all fields and at various levels, particularly sports and arts fields for women. After the Crown Prince Mohammed bin Salman presented Vision 2030 and the National Transformation Program with many decisions by the Custodian of the Two Holy Mosques King Salman bin AbdulAziz to create of many entertainment institutions . It witnesses a great qualitative shift that has led to a large number of centers seeking to increase investment in this field due to the great economic returns and social benefits.

The relaxation center works to provide its services in the fields of arts and sports activities for women, so these activities vary to include teaching and practicing yoga, swimming, horse riding, as well as artistic activities such as sculpture, embroidery, ceramics and painting on pottery, thus meeting the desire of women and giving them multiple skills that help them build a diverse personality and leadership.

How is this business concept or model unique

Especially after the growth that the Kingdom has witnessed in the last decade after the introduction of Vision 2030, the demand for such projects which brings profits and social economic benefits.

Who are the individuals starting this business

The project owners and those responsible for it are graduated from the Faculty of Business Administration at Jazan University in cooperation with an investment company to provide the necessary capital and contract with a construction company to ensure construction and equipment needed for the center.

Profits and losses will be distributed in consistent proportions of the ownership percentage of the project. The board of directors of the project consists of the center owners .

How will they make money and how much

Such projects require a large financing as the cost of building, equipping, operating and maintaining them is quite high compare to small projects. therefore, working on a small project that includes multiple services enables the investment company with experts in the sports , arts and entertainment fields - which will be agreed upon later - It is the one that will provide most of the necessary financing and financial support. In addition to the contribution of the other owners of this project, the project financing was obtained from the bank and from one of our shareholders in establishing the project. The expected returns on this project are enough to compensate the capital and achieve a satisfactory profit during the first three years period from the start of work on it.

Chapter 1: Introduction

1.1 Meaning and Definition of Business Plan:

This is business plan for new project named “Relaxation Center “A center for female.. Here we help ladies , as well as provide a different environment that helps them creativity and encouragement for all that is wonderful. Allowing the opportunity for women to participate in sports or performing arts, despite their economic background, is a philanthropic effort. Philanthropy comes from the Greek word meaning “love of mankind,” and today it focuses on the desire to promote the welfare of others. Young women benefit greatly from sports and the performing arts and the opportunity for extra-curricular activities help them grow in their understanding of giving and generosity; life skills necessary to promote a giving and caring culture.



The Kingdom of Saudi Arabia has taken great interest in women in the recent period, and many centers and fields of work and services for women have started to appear, and from here came the idea of establishing an academy or center for arts and sports for women only, as the center works to provide its services in the fields of arts and sports activities for women, so these activities vary to include teaching and practicing yoga, swimming, horse riding, as well as artistic activities such as sculpture, embroidery, ceramics and painting on pottery, thus meeting the desire of women and giving them multiple skills that help them build a diverse personality and leadership, and open women's horizons to society and the academy includes a charitable section that includes people with special needs and provides services for that category free of charge in cooperation with the charitable society, where the academy hosts during the week a number of people with special needs who receive the services of the academy from sports and arts in addition to setting up some embroidery workshops and bazaars, from which the return goes to the benefit of the charity.



1.2 Feature of Business Plan

The area of Jizan is one of the vital areas in the Kingdom of Saudi Arabia and has a high percentage of citizens or residents. The relaxation center for women is a new project to attract women and family to become members in our project, as well as contributing to self-generated revenues. Through administrative changes, a focus on unique services just for women only. The center will obtain use of a new structure. Start-up costs will cover a number of details to convert the structure to suit the owner's concept both visually and functionally. Included in start-up costs are all the necessary expenditures to cover the pre-opening, hiring, staff training, addition and revision of equipment needs, supplying toys, arts and sports equipment, inventory, and other essentials.



Activities are prepared and directed towards socially acceptable activities that meet the individual and social needs of the human being and feel happy and satisfied without feeling forced and according to the traditional belief, entertainment such as sports and arts supports work, because entertainment is necessary to "recharge the battery", and thus to restore activity, and thus performance improves, an activity we do because of its economic importance and social benefit, but it can be a fun and self-loving

activity that is difficult to differentiate from entertainment.



A relaxation center for women is one of the amazing and latest business idea in Jazan city which has great market demand in coming years. Where customers can find all services related to the sports and arts in one place. It contains from the following sections:

Sports Section :

This section includes some sports that women can play inside the center through a weekly or monthly or annual subscription. The section includes

- Yogi,
- Swimming
- horse riding,

And there are many women trainers with high experience and efficiency in these games.

Arts Section:

The arts department includes the artistic field, especially the art of :

- Sculpture
- Drawing on pottery and ceramics
- The art of embroidery in its various fields.

The department includes trained women with experience and competence in those arts, and the department is divided into the art stage for beginners and another section for advanced art.



Special needs and charitable work section:

This section has been specifically devoted to community service and charitable work, as this department works free of charge and provides its services to the category of people with special needs because they have a significant role within the community, along with some embroidery workshops and bazaars, from which the return goes to the charity

Other services inside the center :

- Photography available for events (includes digital photos on CD)
- Special events
- Women culture Club
- Garden
- Kids area
- Pray area

1.3 Purpose of Business Plan

A business plan is an organizational tool that gives you a rundown of objectives and steps that encourage you in the execution of your venture, and the significance of the activity plan:

- Help achieve the objectives of the task and the objectives .
- Developing and creating recreation exercises and regions in the locale.
- Targeting Young Saudis women looking for relaxation

- Strengthening individuals by doing an appropriate action for their aptitudes, capacities, and abilities.
- Develop athletic abilities in the district.
- Attract women in the Kingdom of Saudi Arabia.
- Developing the city and raising its economy.
- Help in the advancement sport and art technique of Saudi Arabia Vision 2030 .

1.4 Significance of Business Plan

1. It's a new integrated service for community.
2. We are making brand and logo of our service.
3. Community services for women only.
4. New business and services in KSA.
5. Part from the country economy and vision 2030.
6. The first project of its kind in the region
7. Developing the sports and arts activities in Saudi Arabia.
8. Providing women sport and art services.
9. Increase career opportunities
10. Providing women the relaxation services.
11. Help the community and the special needs.

1.5 Location and Time of Relaxation Center

Time : Year 2024

Locative : Northern Corniche Beach , Jazan Region , Saudi Arabia .

The plot of land was obtained through the concession right from the Emirate of Jizan, to be used in the construction of the project because it is a project that serves the Jizani community and worksto revitalize the economic and tourism situation in the region. The area of the land plot is 1000 square meters . Therefore, the plot of land was allocated as a concession for the project for a periodof 99 years.

1.6 Limitation of the project

1. Funding for the establishment of the project , but this will be overcome through the participation of bank in order to support the project idea because it is a community project . Then we will found help from all in the Kingdom of Saudi Arabia.
2. The shortage of experience labor and lack of completion according to the time plan , but we will be overcome and start the project .

Certainly! Here is the revised content with the inclusion of marketing strategies:

Project Overview: The Women's Relaxation Center in Jazan City is a pioneering project designed to offer a unique blend of sports and arts services for women. The center aims to foster creativity, provide relaxation, and contribute to the community's cultural and economic development.

Services Offered:

1. **Sports Section:**
 - Activities: Yoga, swimming, horse riding.
 - Trainers: Experienced female trainers.
2. **Arts Section:**
 - Focus: Sculpture, pottery, ceramics, embroidery.
 - Stages: Separate stages for beginners and advanced learners.
3. **Special Needs and Charitable Work:**
 - Services: Free services for people with special needs.
 - Activities: Embroidery workshops and bazaars for charity.

Payment and Distribution:

- Payment Options: Cash, cards, online bank transfers, mobile money transfers.
- Service Delivery: Direct to customers without intermediaries.

Marketing Strategies:

1. **Social Media Marketing:**
 - Platforms: Facebook, Instagram, Twitter.

- Content: Regular posts, stories, and live sessions showcasing services and customer testimonials.

2. Local Media Advertising:

- Channels: Local newspapers, radio, and television.
- Content: Advertisements highlighting unique services and special offers.

3. Public Engagement:

- Events: Live shows and demonstrations in public places to attract attention.
- Community Involvement: Sponsoring local events and participating in community activities.

4. Customer Feedback and Surveys:

- Tools: Online surveys and feedback forms.
- Purpose: Understand customer needs and preferences to tailor services accordingly.

5. Referral Programs:

- Incentives: Discounts or free services for customers who refer new clients.
- Goal: Increase customer base through word-of-mouth marketing.

6. Special Packages and Discounts:

- Offers: Special packages for businesswomen and discounts for repetitive service bookings.
- Target: High-class and middle-class clients.

Business Goals:

- Increase customer base and revenues.
- Adjust to customer demands.
- Increase prices by 10% to cover costs.

Competitive Edge:

- Unique location near the beach.
- Customized services that provide an advantage over competitors.

Purpose and Significance of the Business Plan:

- Develop recreational activities for women.
- Target young Saudi women.
- Strengthen individual skills.
- Contribute to Saudi Arabia's Vision 2030.
- Support the community and special needs individuals.
- Increase career opportunities.

Management Team:

- The success of the business relies on a strong organizational structure and the right personnel.

- Employees will undergo on-the-job training for one month, followed by off-the-job training every six months to improve productivity, knowledge, loyalty, and contribution.

Financial Aspects:

- The project requires significant financing for construction, equipment, operation, and maintenance.
- Funding is obtained from a bank and shareholders.
- Expected returns are projected to cover capital and achieve satisfactory profits within the first three years.

Conclusion: The Women's Relaxation Center is a groundbreaking initiative in Jazan City, offering a comprehensive range of sports and arts services for women. It aims to create a nurturing environment that promotes creativity, relaxation, and community engagement, ultimately contributing to the cultural and economic growth of the region.

Feel free to let me know if there are any specific sections you would like further refined or additional details you want to include.

Chapter 2 : Business Plan Model

2.1 Description of Business

2.1.1 Story of legal name and legal form :

The logo of the project was chosen in a manner suitable for the purpose of the project, which is Relaxation Center is a place similar to club or gym and gallery for Art services . Therefore, the colors used in designing the logo colors and code are pleasant and appropriate to the idea of the project were chosen as evidence that the sport and art are the main source of the project and for women only.



2.1.2 Location and geographical information

Located in the Northern Corniche Beach , Jazan Region , Saudi Arabia .



Relaxation Center

16.912933, 42.544102

2.1.3 Mission and Goals of the business

Our Mission

The Mission of the project is to become the number one Ladies' Academy of Arts and Sports Education in Jazan region. And to spread the sports and arts between women in Jazan region ,help in cultural and economic development of the City and region.

Guiding Principles

1. To further develop a major community asset for the people of Jazan region.
2. To support and promote the visual artists of Jazan region.
3. To be experiences in the sports and arts sector.
4. To be actively engaged in KSA's various communities by sharing resources and expertise.
5. To be a leading ladies academy for sports and arts , locally and nationally.
6. To make significant gains in private sector support for the project.

2.1.4 Nature and size of the business :

The area of the land plot is 1000 square meters contain from one garden and one building .Thebuilding of the project is divided into 3 sections , as the following:

The first section: for sports : This section includes some sports that women can play inside thecenter through a weekly or monthly or annual subscription. The section includes

- Yogi,
- Swimming
- horse riding,

And there are many women trainers with high experience and efficiency in these games.

The Second Section: Arts : The arts department includes the artistic field, especially the art of:

- Sculpture
- Drawing on pottery and ceramics

- The art of embroidery in its various fields.

The department includes trained women with experience and competence in those arts, and the department is divided into the art stage for beginners and another section for advanced art.

The third section: Special needs and charitable work section: This section has been specifically devoted to community service and charitable work, as this department works free of charge and provides its services to the category of people with special needs because they have a significant role within the community, along with some embroidery workshops and bazaars, from which the return goes to the charity.

2.2 Products/Services

2.2.1 Types of products/services

- Sport activities
- Art Activities
- Photography available for events (includes digital photos on CD)
- Special events
- Women culture Club
- Garden
- Kids area
- Pray area

2.2.2 Features of products/services

The project will provide full ranges of services that women are able to experience with numerous categories. From Sports to Art services. Therefore, customers can experience different kind of art specialty with respect to different environments they are in. We will provide both tangible and intangible benefits to our customers. For tangible benefits, they are able to experience the first international standards sport and art academy in Middle East plus full ranges of services that has not been found here yet. For intangible benefits, customers will experience a relaxation and entertainment environment at our project after full periods of work and stress.

2.2.3 Pricing, fee or leasing structures of your products and services

Our services prices will be suitable to our ideal customer that will be high-class and middle-class clients. Customers will be impressed with their unique experiences and amazing atmosphere during their visit with excellent services offered. We will also have special packages available for business women. There is also a discount for repetitive service booking.

2.2.4 What make your products / services unique

There is a sport and art Academy for women available currently in Jazan. Despite the fact, we are the first business to provide this project, in which none of the businesses here has ever experienced before. As mentioned, we provide full ranges of services to our customers and ensure that all of which are of best quality.

2.3 Environmental and Industry Analysis

2.3.1 Future outlook and trends

1. Increase our marketing strategy: we will try to advertise as much as possible to show that our gallery is available and welcome for customers, we will make different surveys to learn what our customers need and satisfy the most.
2. Strengthen our relations with customer as well as our employees: we will build strong customer base by offer high quality services and amazing benefits to them.
3. Increase revenues to generate profits: we will increase our revenues to reach our long-term goals and generate more and more profits to expand our business and investment.
4. Adjust major changes to meet customers' demands: throughout one-year experience in our business, we are now able to learn a lot from customers' desires and adjust changes to meet their demands and therefore we can attract more customers into our project.
5. Increase our investment: we will invest more into our business which would lead

to expansion and at the same time we will also replace some old parts of our operations to a new one.

6. Increase prices by 10 %: we will increase prices at our project by 10 % because our customers have already know and experience how good our services are but it will still maintain reasonable prices. In addition, we also have to increase our profits to cover up the costs.

2.3.2 Analysis of competitors

Despite the fact, we are the first business to provide this kind of sport and art services in Saudi Arabia and Jazan region. The competitive edge of our project is the excellent and customized service that we offer to our entire guest irrespective of their status. We can boldly say that the location of our project is going to give us an edge over our competitors in Jazan. We are in the middle of the city near beach. From the location of our project, you can connect any part of the city with little or no stress. We have a team that has a combination of 20 years of experience in the art and sport field in Saudi Arabia. They are considered as core professionals in their own right.

2.3.3 Market segmentation

The project conducted her feasibility studies and market survey and we were able to identify those who we expect will eventually become our loyal customers. We do not intend to waste our time on activities that would yield us nothing, which is why we invested time to create a project marketing plan to help us do only the most needful things. These are the category of people that we intend marketing our project to;

1. Business women
2. College members
3. Students from female gender
4. Employees from female gender
5. Companies workers from female
6. Families

2.4 Operational Plan

2.4.1 Description of company's day to day operations

We staff and manage the daily operations of our project with a structure to ensure high quality customer service, guest and owner satisfaction, proper use of academy resources/supplies, and property. The project also uses software to track maintenance requests and to ensure maintenance issues are addressed in a timely manner. Monthly maintenance reports are provided to each board member as part of the monthly operational report.

2.4.2 Technology utilization

We will create a website which will cover the details of our project include the features and services offered plus update promotions and customers can also use it as online brows our project services and information as well. We will use technology resources such as database and other software to keep track of customer information when check-in in our project .Our camera and Internet system will equip with full capacity cameras and high speed Wi-Fi Internet access throughout the building and other places in our project. We will also use the latest technology which is related to our work sports and arts activities.

2.4.3 Machinery and equipment

Our project will start by one building contains from three sections for the all kinds of our art and sport services and all of this in Jazan city.

2.5 Marketing Plan

2.5.1 Pricing

Our pricing strategy is penetration pricing in the sense that we will keep the price as low as possible but it also has to cover up the daily operation costs as well in order to generate little profits on hand.

- Our prices in average of 500 – 1000 SR for Arts activities for one month .
- Sport activity for middle class is 1500 SR for one month.

- Sport activity for VIP class is 2000 SR for one month .

Our pricing system is going to be based on what is obtainable in the sports and arts industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in KSA. Be that as it may, we have put plans in place to discount our products and services once in a while and also to reward our loyal customers.

Our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our pub;

- ✓ Payment by cash
- ✓ Cards.
- ✓ Payment via online bank transfer (online payment portal)
- ✓ Payment via Mobile money transfer

2.5.2 Place (Distribution) Issues

Our business will provide services to customers so there will not be any distributions to retailers or wholesalers. Moreover, we will distribute our services to customers through delivering our services directly to customers without intermediaries. In fact, we will serve the best services to our customers ahead of our competitors locally and later on we will strive to compete internationally.

2.5.3 Promotion and Advertising

- Our first advertising strategy is to advertise our business on social media. Because social media plays an important role in advertisement as the majority of people can see it, our target location for this type of advertisement will be held in Jazan City.
- The second advertising strategy is on local newspapers and television in which once again the majority of people especially our target customers can see it. We recognize that the key to success at this time requires extensive promotion.
- The third method in promotion will be used by individuals who do some shows in places of gathering such as the northern beach of Jizan and they distribute the center's

advertising papers.

- Our project will organize our own website and we will post update information and especially various types of promotion on our website so that our ideal customers can realize it. We have one application (app) for our services you can download it from any smart devices and begin to use it.

2.5.4 Product forecasts

It is important to state that our sales forecast is based on the data gathered during our feasibility studies and also some of the assumptions readily available on the field. Below is the sales projection for the project, it is based on the location of our project and the services and products that we will be offering;

- First Year-: SR 400,000
- Second Year-: SR 500,000
- Third Year- : SR 700,000

2.6 Organizational Plan

2.6.1 Organizational Chart

Our business will be a partnership which means we will run it together. The reasons why we choose to be partnership rather than sole proprietorship or corporation is because we require a lot of capital investment, talent and skills in order to operate our business. As a partnership, we have high capacities to expand our business through adding new talents as well as skills and money from each and every members. The general manager will be the first person from Saudi Arabia and have experience in this sector to help us achieve our business goals and objectives in record time.

2.6.2 Description of Management-team

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. The project will work with a business structure that will give the chance to our employees to explore their creativity, give a sense of belonging, as well as grow through the corporate ladder of the organization. We will work hard to ensure that we only recruit the right set of people with the right mindset.

2.6.3 Personnel requirements and their roles and responsibilities

Our employees will have variety of skills that they will bring to the workplace. Some of them have a lot of experiences that our project needed and also the employees that do not have experiences, so we will organize the on-the-job training for them. Because our the project need to provide high quality service to customers, that is why training is an important course for our workplace. So we will let the new employees work 1 months for training with suitable salary as their working. While they're on-the-job training, we will have the projects that give employees' exposure to other parts of the business and allow them to take part in new activities. After training, it can provide big payoffs for the employer in increasing staff productivity, knowledge, loyalty, and contribution. Every 6 months, there will be off-the-job training to improve employee's performance and effectiveness.

We intend gallery on this structure;

- Academy General Manager
- Human Resources Manager.
- Accounting Manager.
- Operational manager.
- Arts section manager.
- Sports section manager.
- Special needs section manager.
- Marketing and advertising manager.
- Front Desk Officer.
- Cleaners / Washer men.
- Security Officers.

2.6.3 Authority and responsibility

Authority to give orders and take decisions will come from the general manager. Responsibility and accountable or answerable for any obligation, trust, debt or something will be for all staff in the project .

2.6.4 Consultants / Specialists

We will appoint consultants in the field of law and sports , as well as specialized personnel in the field of quality so that we can meet international standards of quality.

2.6.5 Assessment of Risk

Determining the risk in the project and how to deal with it will be a function associated with risk management and security manager at the project as well as the internal control of the project .

2.6.6 Contingency Plans

To prepare contingency plans for disasters and crises, the following should be considered:

- The contingency plan should include information on all possible sources of emergency and potential physical and chemical risk assessment.
- The emergency plan should include exits for all emergency duty stations, and all plans should include detailed fire reporting and other situations.
- The contingency plan should include ways to alert staff, including those with special needs, to emergency measures.
- Ensure that the emergency alert is distinctive and recognized by all staff, to facilitate response.
- All emergency communications must be made available for reporting hazardous situations.
- Consider the possibility of providing power supplies in the event of a power outage.

2.6.7 New technologies

In our project we will adopting any new technologies in our sector to be advanced with the world.

2.7 Financial Plan

2.7.1 Projected income statement

Expenses Expected

Decorations project Budget Overview	2024	2025	TOTAL
Expenditure 2020-2021			
Staff	200000	250000	250000
General Office Costs (overhead + rent)	200000	200000	200000
Marketing	20000	25000	45000
Other costs	20000	20000	40000
Sub-total	440000	495000	535000
Contingency @ 5% of project costs	11000	14750	25750
Total Costs	451000	509750	560750

Expected Revenues

Revenue	Monthly	Yearly
Art section	50000	600000
Sport section	100000	1200000
Other services	10000	120000
Total revenues	160000	1920000

Income statement

Item	SR (amount)in firstyear
Total revenue	1920000
(-) total expenses	(451000)
Net income	1469000

2.7.2 Break-even analysis

Break even, based upon fixed initial market overheads, will be obtained prior to the end of the 1st year of operation. Cost control and continuous improvement in the operation and implementation of the market strategy will increase profitability which will increase the availability of cash.

Assumptions :

Average monthly Revenue: SR 160000

Average monthly Variable Cost: SR 30000

Estimated Monthly Fixed Cost: SR 25000

Total Cost (Fixed + Variable) = (SR 55000)

Monthly sales Break Even = SR 105000

2.7.4 Sources and applications of project funds

The project will be financed by the owners of the project and their business partners. Capital of the project is 1000000 Part of the start – up capital will also be raised as a loan facility from the bank in Jazan region by 400000 , 300000 SR from the owner and 300000 from business partner.

Chapter 3 : Appraisal of Business Plan

3.1 Economic Viability

Production / services :

The sport and art industry is indeed a big industry that has experienced consistent growth and innovations over the last five years. However, the industry is projected to experience marginally better conditions over the next five years. As long as the gym market is expected to improve strongly, there will also be corresponding growth for arts. So also, increase in corporate profit, growth and expansion of corporate organization will open up business opportunities of our company because there will be need for organizations to remodel their facilities to meet up with changing trends.

Our products and services :

- Sport activities
- Art Activities
- Photography available for events (includes digital photos on CD)
- Special events
- Women culture Club
- Garden
- Kids area
- Pray area

Our project will provide unique experiences for our customers in which we will focus on reasonable prices, excellent services and special promotions.

Employees :

Staff and generation team :

- Academy General Manager
- Human Resources Manager.

- Accounting Manager.
- Operational manager.
- Arts section manager.
- Sports section manager.
- Special needs section manager.
- Marketing and advertising manager.
- Front Desk Officer.
- Cleaners / Washer men.
- Security Officers.

Revenue office :

The work hours of revenue office are 7 Days from 11 AM /11 PM .

3.2 Ecological Viability

The project design to meet the highest international standards and standards for providing services to customers in a unique security environment , it aim to provide the best servicesfor customers in Jazan region .

Despite the fact, we are the first business to provide this mix of project (arts services and sports activities) in one place , in which none of the business here has ever experienced before. As mentioned, we provide full ranges of art services to our customers and ensure thatall of which are of best quality. and our art staff from experience designers only. we offer international standard to our customers and they can find everything they need plus we will make it to be a best center for art and sport services ever in KSA.

3.3 Technical Viability

We staff and manage the daily operations of our project with a structure to ensure high quality customer service, guest and owner satisfaction, proper use of project resources/supplies , services and property .

Equipment and manpower :

There is a full art and sport staff with extensive experience in this field and trained at the highest level for art and sport services . and all equipment will be bring in Hight degree of quality from famous companies in Saudi Arabia .

Our project provides training for the maintenance staff to adhere to routine and preventive maintenance schedules. Our project also uses software to track and maintenance requests and to ensure maintenance issues are addressed in a timely manner.

Monthly maintenance reports are provided to general manager as part of the monthly operational report. All materials are purchased for the project with no additional markup from management. And all order of art and sport services follow up by the general manager.

3.4 Marketing Viability:

Moreover, we will build connections with our customers in order to promote our business. Here is a summary of the SWOT analysis that was conducted on our project:

Strength:

Our central strength is no doubt the power of our team; our workforce. We have a team of creative and highly proficient designers, a team with excellent qualifications and experiencein various KSA areas in the art industry.

We have a robust relationship with key stake holders in the sport industry and of course ourcoaches and services will be guided by international best practices.

Weakness:

As a new company in Jazan region, it might take some time for our organization to break into the market and gain acceptance especially from the government and other top profile clients in the already saturated and highly competitive; that is perhaps our major weakness.

Opportunities :

The opportunities in the art and sport industry is massive considering the number of

individuals and corporate organizations that need our services. We are ready to take advantage of any opportunity that is available in the industry.

Threat:

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn effects on the market of art and sport services. Another threat that may likely confront us is the arrival of a new company insame location where our target market exists and who may want to adopt same business model like us.

We will market our services to;

- Family
- University students
- Special needs
- Kids
- Corporate Organizations
- Furniture stores
- Galleries
- Paint and wall paper stores
- Hotels

We will offer promotional offers to customers, including :

- 10% discount on service booking .
- The project will provide souvenirs for the customers .
- If customer booked one service in advance, he will receive 20% discount.
- Introduce our company by sending introductory letters alongside our brochure to corporate organizations , religious organizations , malls and sport clubs.
- Advertise our business in relevant business magazines, newspapers, TV and radio stations

- Create different packages for different category of clients in order to work with their budgets and still deliver excellent art and sport services
- Leverage on the internet to promote our business such as social media.
- Engage direct marketing approach
- Encourage word of mouth marketing from loyal and satisfied clients

3.5 Managerial Viability

Management of work in the project is as follows :

General manager :

- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction .
- Leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for recruitment.
- Responsible for payment of salaries
- Evaluates the success of the organization
- Responsible for managing the daily activities in the project.
- Reports to the owners.
- Attends to Customers complains and enquiries.
- Prepares budget and reports for the project .
- Carries out staff induction for new team members

Sales and Marketing Manager :

- Develops, executes and evaluates new plans for expanding increase sales of

services.

- Documents all customer contact and information.
- Promotions and advertising.
- Represents the academy in events and meeting.
- Helps increase sales and growth for the company
- Identifies, prioritizes, and reach out to new partners, and business opportunities .

Accountant / Cashier:

- Collect payment for registration .
- Prepare financial report at the end of every working week
- Handles all financial transaction on behalf of the project
- Interfaces with our bankers
- Responsible for payment of tax, levies and utility bills
- Handle any other duty as assigned by the owners / general manager
- Handles customers enquiries
- Assesses customers' needs and preferences and make recommendations.

Security Officers

- Ensures that the facility is secured at all time
- Gives security tips around the project building from time to time
- Submits security reports weekly
- Any other duty as assigned by the project manager

Art and sport Staff:

- Serves as project manager for the organization; works directly with employees
- Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.

- Maintains quality service by establishing and enforcing organization standards.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications / journals; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
- Ensures that the organization works in line with international best practices.
- Liaising with clients to determine their requirement and budget
- Responsible for negotiating fees and setting schedules for the course
- Responsible for supervising the work as it is carried out.
- Responsible for preparing drafts or material based on an agreement brief.
- Research and advice the organization on style, genre and other trendy info as it relates to the art and sport services.

Client Service Executive

- Welcomes clients and visitors by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, SMS or phone) provides the client with personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the HR manager in an effective and timely manner
- Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to potential clients when they make enquiries

3.6 Financial Viability

It is easier for businesses to survive when they have steady flow of business deals/customers patronizing their products and services. We know that if we continue to come up with highly creative , unique concept and excellent job delivery for all customers there will be a steady

flow of income for the center.

Our key sustainability and expansion strategy are to ensure that we only hire creative, competent and skills people, create a conducive working environment and employee benefits for our staff members. In the nearest future, we will give our most dedicated and prolific employees the opportunity to be part owners of the business via owing shares in the company. We know that if we implement our business strategies, we will achieve our business goals and objectives in record time.

Startup Costs and finances

The project will be financed by the owners of the project and their business partners. Capital of the project is 1000000 Part of the start – up capital will also be raised as a loan facility from the bank in Jazan region by 400000 , 300000 SR from the owner and 300000 from business partner.

Chapter 4: Conclusion

4.1 Conclusion

This is business plan for new project named “Relaxation Center “A center for female.. Here we help ladies , as well as provide a different environment that helps them creativity and encouragement for all that is wonderful. Allowing the opportunity for women to participate insports or performing arts, despite their economic background, is a philanthropic effort.Philanthropy comes from the Greek word meaning “love of mankind,” and today it focuses onthe desire to promote the welfare of others. Young women benefit greatly from sports and theperforming arts and the opportunity for extra-curricular activities help them grow in their understanding of giving and generosity; life skills necessary to promote a giving and caring culture.

The relaxation center works to provide its services in the fields of arts and sports activities forwomen, so these activities vary to include teaching and practicing yoga, swimming, horse riding, as well as artistic activities such as sculpture, embroidery, ceramics and painting on pottery, thus meeting the desire of women and giving them multiple skills that help them builda diverse personality and leadership.

The project owners and those responsible for it are graduated from the Faculty of Business Administration at Jazan University in cooperation with an investment company to provide the necessary capital and contract with a contraction company to ensure construction and equipment needed for the center.

The project will provides full ranges of services that women are able to experience with numerous categories. From Sports to Art services . Therefore, customers can experience different kind of art specialty with respect to different environments they are in. We will provide both tangible and intangible benefits to our customers. For tangible benefits, they areable to experience the first international standards sport and art academy in Middle East plusfull ranges of services that has not been found here yet. For intangible benefits, customers will experience a relaxation and entertainment environment at our project after full periods of works and stress.

Our services prices will be suitable to our ideal customer that will be high-class and middle-class clients. Customers will be impressing with their unique experiences and amazing atmosphere during their visit with excellent services offer. We will also have special

packages available for business women. There else discount for repetitive service booking. Despite the fact, we are the first business to provide this kind of sport and art services in Saudi Arabia and Jazan region. The competitive edge of our project is the excellent and customized service that we offer to our entire guest irrespective of their status. We can boldly say that the location of our project is going to give us an edge over our competitors in Jazan.

The project will be financed by the owners of the project and their business partners. Capital of the project is 1000000 Part of the start – up capital will also be raised as a loan facility from the bank in Jazan region by 400000 , 300000 SR from the owner and 300000 from business partner.