

## ABSTRACT

Starting when we see people in major cities have started to feel bored with the daily routine activities and also a traffic jam as quoted in “the data revealed by the Chairman of the Indonesian Transportation Society (MTI) Bambang Susanto, refers to the study on Integrated Transportation Master Plan for Jabodetabek (SITRAMP,2004), three aspect of the loss of the consequences of congestion which are: fuel wastage due to the vehicle operating cost 3 Billion IDR, losses due to the time wasted 2.5 Billion IDR, and the health impact of air pollution 2.8 Billion IDR.” The lack of a healthy lifestyle in terms of diet and patterns of daily life will lead to the decreased productivity of a person, now urban society has begun to change their lifestyle towards a healthier keep the body fit to support its

Inspired by the things mentioned above, trough this thesis we are interested in creating a new business in which we combine the fitness center with nature concept. The place designed to be natural so visitor feel comfortable exercising, that place we call “THE FOUNTAIN” Fitness Park.

We use the calculation so any risks that rise can be managed properly so that we will get profit in relatively short therm. One of the easiest ways to prepare a business plan is to create a “frame” or building block well integrated. “Business Model Generation” – Alex Osterwalder wrote nine building blocks, as a reference to our business plan.

Key activity in this business is we create a sports facility that very unique and profitable in Indonesia. That basic concept is that we offer combines elements of sports and entertainment in one place that nuanced nature. Fountain’s Vision is to be the first fitness center in Indonesia with a unique nature concept. Fountain’s Mission: Providing an executive service, Being a leading developer and manager in the field of entertainment specially equipped fitness center with facilities and service, creating maximum synergy among the business sector, especially the business corporate fitness center, creating public awareness to the importance of exercise in daily life and Educating the public that fitness is fun and healthy.