

Introduction

Nowadays, with Globalization and Urbanization's impacts, many people have to commute between houses and workplaces; almost of them work in the city. So, Traffic congestion becomes one of the most serious problems in many mega cities, without an exception of Kuala Lumpur (the Capital city of Malaysia and one of the mega cities of Asia Pacific Region). However, there is a trend that called "Work Life Balance" spread in many metropolises. The trend which influence people to eat good foods, travel on vacations, and have workouts. Therefore, the trend of "Work Life Balance" especially in workouts and exercises has inspired me to do this final project.

Business Problem

Since the traffic congestion in Kuala Lumpur causes the difficulty of commuting between residences and work offices. It is hard to find the optimal solution for going to gym and fitness centres. In this project, I will try to find an optimal location for a gym and fitness centre in the capital city of Malaysia, Kuala Lumpur. As we can all assume, KL has a lot of fitness centres. I am planning on opening a fitness centre, in the area that suits for metropolitans and without any of them nearby. I will try to find a place where there are fewer of them. Also, that location has to be popular for workers, because I want to solve the pain point of workers who find "Work Life Balance" solution. Hopefully, by applying the knowledge I've gained during this course I will try it by my best.