

**MARA UNIVERSITY OF TECHNOLOGY
SHAH ALAM**

**ENTREPRENEURSHIP
ETR 300**

**BUSINESS PLAN
SWINGER'S PARADISE GOLF RANGE SDN BHD**

PREPARED FOR:

MR ALI BAHARI

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DIPLOMA IN

**SPORT
(SPO)**

STUDIES

DIPLOMA IN MASS COMMUNICATION & MEDIA STUDIES,
SEMESTER 05 (C),
UNIVERSITY TECHNOLOGY MARA,
40000, SHAH ALAM,
SELANGOR.
27 MARCH 2003

EN ALI BAHARI,
PENSYARAH TOTURIAL ETR 300,
UNIVERSITY TECHNOLOGY MARA SHAH ALAM,
40000 SHAH ALAM,
SELANGOR.

SIR,

BUSINESS PLAN REPORT- ETR 300

We are proudly present you our business plan for further evaluation for ETR 300 subject.

In our effort to complete this business plan, we have gathered and evaluated any relevant information to be included in our business plan. We hope all the information in the business plan can be used as guidance for those who interested to open a golf range business.

Above all, we do hope our business plan will be evaluated fairly judging from its contents.

Thank you,

Yours truly

Roshaidi Mohd Isa
(General Manager)

LOGO
LOGO



Logo Explanation

The name Swinger's Paradise is chosen to portray the best environment and facilities that we offer to our customers. Swinger's refers to the people who come to practice their swings. Paradise refers to the best place to come and practice those swings. The color green refers to the greenery of the range. The tee that is supporting the ball is in red color to represent our best support to the customers. The swinging player is portrayed being inside the golf ball to represent the whole idea of the golf game being supported 'by the tee'.