

SS8499 A

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF SPORTS SCIENCE AND RECREATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN :
MAGIC GAMING STUDIO

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EXECUTIVE SUMMARY

This business plan is a new projected business that have been named as Magic Gaming Studio. The name of the company came from the agreement of all member of partnerships of the company itself. It shows that we provide a place to hang out and provide with the modern technologies to the customers. The name itself is easy to memorize and pronounce.

As for the business, we are providing a bar and gaming stations to the customer. We prepare the room for prayer. As with these facilities that we are providing it can attract young adult and stress workers to have a chill at our place for them to release their tension. The bar will provide more to snack foods, so that the customer will get sugar rush for them to spend a day in our place.

We are starting out our business with the total capital of RM 52,900 by the partners that contribute RM 13,225 each person. We have five main workers that are general manager, administration manager, operational manager, marketing manager and financial manager.

1.0 BUSINESS DESCRIPTION

1.1 COMPANY DESCRIPTION

Magic Gaming Studio is fully operated by bumiputra. Its own by five qualify individual to handle the business. This business will be fully operated within the 2019. The business provide a Gaming studio with snacks menu, gaming station which include the latest console such as PlayStation 4,. The operating hours are 12 hours every day except on Monday. As the following are the additional information about the company:

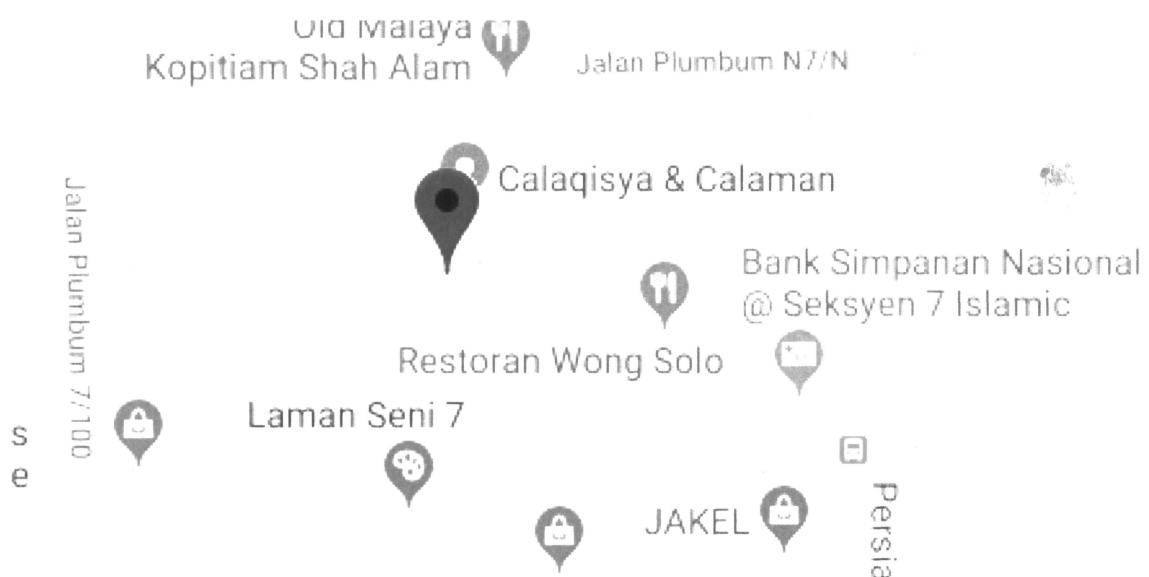
- **Address:** Biz Point, Seksyen 7 Shah Alam 47000, Selangor, Malaysia.
- **Telephone Number:** 05-4425785
- **Email:** magicgamingstudio@gmail.com
- **Business Registration Number:** 0022342

Company Name:

Magic Gaming Studio under partnerships Act Registered 1981 (Amendment 1989)

Business Location:

Our business will be located at number Biz Point, Seksyen 7 Shah Alam Selangor. It is located at behind the Shah Alam Hospital and nearby by the UITM to attract youngster to visit our place.



1.2 COMPANY VISION & MISSION

Company Vision:

- To be the affordable place for all kind of ages to come and socialize.
- Our café will keep maintaining the quality of food in order to serve the best for customer.

Company Mission:

- Is to be our customer's first choice when it comes to top quality serving, providing and great value for money.
- To provides communities with the ability to have a chill at our place for them to release their tension in a comfortable environment.

Company Objectives:

- To determine the equipment and the personal needed in order to run business smoothly.
- A good look at the workforce during their selections and training to maintain the standard of the specification.
- To introduce the product to public
- To determine overall budget for administration in terms of fixed asset and other expenses.
- To use all the knowledge and share the good skill from each partners.