



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

IN-HOUSE CINEMA

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EXECUTIVE SUMMARY

In-House Cinema is a type of business which offers high quality of fresh and new movies to customers, with prompt, friendly service in a clean and comfortable environment. This type of business is still new in Malaysia entertainment business market. This is due to the type of service which offers a private moments and different from any other cinema in Malaysia, especially in Sabah.

The name chosen for the business operation is In-House Cinema. The term 'In-House' stands for the moment we capture during watching movie in our mini theatre as we are at home. In addition to that, it also shows the private moment we enjoy when we were at home.

Why we are dare to take risk in this kind of business? It is surely because we believe that every opportunities lay in what we cannot see right now, but can be predicted and will be seen in the future, in the next one or two years ahead. One of the most important aspects that drive us to venture in this kind of business is because we realize the demand of the customer that need something new and will attract them especially among youths.

For this reason, the business will be located at Wawasan Plaza Shopping Complex due to the development of economic in that particular area. There are several reasons why we choose Wawasan Plaza in our business operation. Of course, if we are seriously involved in this business field, we will find the best and profitable area to set our business field, by every partner, we can achieve our stated objectives, vision and mission.



VISION

“To be a well known entertainment company that offer private cinema service in Sabah in the year 2024”

MISSION

To produce high quality and innovate new services

OBJECTIVES

- Introduce new types of service
- Increase profits of mini theatre
- To compete with existing company



PARTNERSHIP AGREEMENT

This Partnership Agreement is made on 20 November 2013 between Adriana Sally Ronny Likur, Azlizan Wang Kee, Dayang Afaezah Ahmad, Elden Olivia Eddy and Mary Grace M. Michael.

GENERAL BUSINESS DESCRIPTION

Therefore it is being legalized that the entire name above are agreed to become partnership members. The name partnership shall be "In House Cinema". The partnership shall be conducted for the purpose of attract customer who want to watch movies privately. Our mini theater, "In House Cinema" is located at Lot 2-2-11, 2nd floor, Wawasan Plaza, 88000 Kota Kinabalu, Sabah. We choose that location because we found that the area has a potential to grow and near to the hotel. Furthermore, that location also very strategic because people will pass by that area since the location is near to city centre, terminal bus and street. The Partnership may also engage in any activities that are related, complimentary or incidental to this business purpose.

1.0 DEFINITIONS

"Agreement" shall mean this General Partnership Agreement, as amended from time to time.
"Capital Account" shall mean the account established for each Partner on the books of the Partnership, reflecting such Partner's capital contribution, plus such Partner's share of Partnership profits, less such Partner's share of Partnership losses, less any distributions by the Partnership to such Partner.

"Partners" shall initially refer to Ms. Elden Olivia Eddy, Ms. Dayang Afaezah Ahmad, Ms. Mary Grace M. Michael, Ms. Adriana Sally Ronny Likur and Mr. Azlizan Wang Kee. This list of person who is Partners of this Partnership may, in the future, be amended in accordance with the provisions of this Agreement.

