



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
THE GHOST HOUSE COMPANY

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March 2013

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INTRODUCTION

Our company's name is The Ghost House, synonym with our business that is a ghost house, where we get inspiration to do this business from the concept of Japanese company that do similar business. But we want to do different thing from that company to make sure that we have our own identity that will recognize by our customer. Ghost House is the place where every customer that we target as our future customer that including family, couple and teenager to enjoy new exciting entertainment. We offer different kind of entertainment that will ours company provide in services industry.

The actual idea of Ghost House comes when we saw the 'Rumah Terbalik' in Tamparuli where the owner build a house upside down that we saw very interesting. It attracts people to come and the owner can generate income at first hand. We had found to do Ghost House concept when we so in the internet a Japanese ghost house that are very interesting and there are no such Ghost House in this country. Therefore, we have come to this decision after we made a research and observation in the market where we have planned that we are going to take this opportunities to open a Ghost House as our business background. In this business, we come out with something different as we are providing different Ghost house concept. This concept was introduced because we believe it will give a new experience and create different excitement to our customers.

In establishing this company, we have decided to form a partnership company as it required quite high amount of capital where each partners will contribute RM20, 000 of cash excluding additional capital. In addition, to run our business, all partners will participate manage

the administration process. This means that each partner is real members and not a nominal partner as they contribute their effort to run the business

Location for the Ghost House is in the area of Tuaran by pass. We choose this place as our location because of its strategic position and we believe it is the most suitable areas it is the main way that connected people from west to east of Sabah. Thus we are sure that this is the most suitable place for us to begin our business. By the end of the year we hope our company will be well-known in Sabah especially in Kota Kinabalu and tuaran.



PURPOSE OF BUSINESS PLAN

This business plan is prepared by Ghost House. For the purpose of:

- a) To bring new excitement and different experience to our future customers.
- b) As a guideline in managing the new business.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To become the first young Malaysian to success in business.

