



# **FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**

**Business Plan**

**Kaki Badminton Mukah SDN BHD**

**SPORT EQUIPMENT**

**PREPARED BY**

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BANKING STUDIES**

**SEMESTER 5**

**GROUP MEMBERS**

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**PREPARED FOR**

**MADAM SITI FARAH BINTI LAJIM**

**SUBMISSION DATE : 29.12.2017**

Kaki Badminton Mukah  
Taman Boulevard Setiaraja  
96400, Mukah,  
Sarawak.

December 22th 2017

Madam Siti Farah binti Lajim  
UITM Cawangan Sarawak Kampus Mukah,  
KM7.5 Jalan Oya,  
96400 Mukah,  
Sarawak.

Dear Madam Siti Farah binti Lajim

I am submitting my business plan to you in the hope of receiving a start-up loan for RM38 400. I learned about your history of funding trading retail business. I plan to set up a business with my two other friends.

We have RM8000 capital contribution each. We are the new comers in this industry of trading retail business. We are selling sports equipment majoring in badminton.

My two friends, Syazwan, Firdaus and I are working together to make this business a success. We have plan to set up this business because we can see the opportunity in this industry.

As stated in the plan, we will sell various brand of badminton equipment, and some other sports needs which demanded in local citizens.

Thank you for your time and consideration in this matter. I hope you will review my business plan. If you have any questions or would like to discuss the plan, I can be reached at 013-8468962 or at KB\_MUKAH@gmail.Com. I would be happy to meet you at any time that is convenient for you.

Sincerely,

.....  
Benjamin bin Alphonsus Akee

General Manager  
Business Plan Enclosed

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## Executive Summary

Our business plan is Kaki Badminton Mukah (KBM). We are planning to set up the business at Taman Boulevard Setiaraja, 96400, Mukah, Sarawak. We are doing partnership business in trading retail business. Our business consists of three individual which are acting as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. Based on our observation, we decided to do sport retail business because we can see opportunity in this industry here, in Mukah. General Manager need to communicate with his subordinates about their wishes. Administration is required to plan, organize the structure of the shop. The duties of marketing manager is to provide marketing strategy to their shop so that they can rival with other shop. Operation manager need to monitor and analyse the current system whether they are effective for the shop. Financial manager need to prepare financial statements, business activity reports, and forecasts of the shop.

# Chapter 1: Introduction

## 1.1 INTRODUCTION TO THE BUSINESS

- i. **Name Of Business** : KAKI BADMINTON MUKAH (KBM)
- ii. **Nature Of Business** : Partnership
- iii. **Industry Profile** : Sport Industry
- iv. **Business Location** : Taman Boulevard Setiaraja, 96400 Mukah, Sarawak, Malaysia
- v. **Date Of Commencement** : 16 January 2018
  
- vi. **Factors in selecting the proposed business**
  - We are badminton enthusiast that found that the badminton store in Mukah lacks of badminton equipment such as badminton nets, limited range of brands.
  - Lack of badminton stores in Mukah
  
- vii. **Future prospects of the business**
  - Expanding the business empire to other region.
  - People will keep coming in to buy Badminton goods

## 1.2 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner
2. To analyse and evaluate the viability of a proposed venture
3. To convince relevant parties of the investment potential of the project
4. As a guideline for managing the business
5. To allocate business resources effectively