



اَوْنِوَرَسِيَّتِي تَيْكُونُو لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Electrical Engineering (EE111)  
ENT300 (Fundamentals of Entrepreneurship)  
Business Plan Report

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Prepared for: MDM NURUL LIZZAN

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#### **Executive Summary**

EZ Bowling Centre will be an entertainment centre for all ages of customer can enjoy as individual por in groups. The new computer technology enables anyone to experience the excitement of the sport without having to know how to keep score, because it is done automatically by the computer and displayed on a monitor.

EZ Bowling Centre will be located in Naim Paragon Street Mall. There are zero bowling centre in Bintulu and that will make us be the first bowling centre in Bintulu. EZ Bowling Centre marketing strategy is to emphasize in customer service. We will offer a fair fare to allow more customer to enjoy bowling at an affordable price.

#### **Introduction: Business Description**

EZ Bowling centre is the ideal entertainment option for families, birthday parties or corporate gatherings where you want to let loose and have some fun. The atmosphere will be friendly and open. We offer six lanes for adults and two mini lanes for kids guarantee that a good time will be had by all. We will provide an AMF-tournament standard lane ensure that should you decide to train for competition.

On the premise, we will also offer multiple facilities such as coffee, shoe rental, pool table, pro shop, dart game and track lane. All bowling gear at this bowling centre will be among the best quality and we will try to keep up with the standard. They alley will be maintained to the utmost degree of cleanliness and maintenance.

## Owners description

Name	Eiman Zulhakim Bin Mohammad
ID number	000828130439
Email address	zulhakimeiman@gmail.com
Telephone number	01117703117
Education background	Diploma in Electrical Engineering

## 4.0 Product and Service Description

EZ Bowling Centre main service is to provide the community a place to chill and play bowling. Besides that, there will be a food and beverage stall provide in the premise. It will mainly sell soft drink and snack for the customer to enjoy.

Other than that, customer can rent a shoe when playing. Bowling shoes can help prevent injuries in bowlers because they allow for the proper bodily movement after a ball is rolled down a lane.

## 5.0 Marketing Plan

Marketing Strategies used in this business are product, price, place and promotion or known as 4Ps

### 5.2 Product Strategies

EZ Bowling Centre will provide the best quality bowling equipment. This is to give customer satisfaction. Other than that, snack and beverages will be sold in the premise.

### 5.3 Pricing Strategies

Bowling Centre rate

Member	Single Game	RM8
	3 Games	RM21
Non- Member	Single Game	RM8 (Before 6)
	Single Game	RM 10 (After 6)
	3 Games	RM26
Membership		RM50 (per annum)
Shoe Rental		RM3 (Compulsory & Non-member only)
Socks		RM3 (Compulsory & Non-member only)
Locker		RM2
Booking		Depends on the situation
No show Fee		RM31 nett per lane
Late Cancellation		RM53

### FOOD AND DRINK SERVICES

Product	Price
Soft drink	RM 3
Mineral Water	RM 1
Snacks	RM 2 – RM 5

#### 5.4 Place Strategies

EZ Bowling Centre is located in Naim Paragon Street Mall. This place is chosen because of its strategic location. Naim Paragon Street Mall is near to many residential areas. The potential customer is many around that area.

#### 5.5 Promotion Strategies

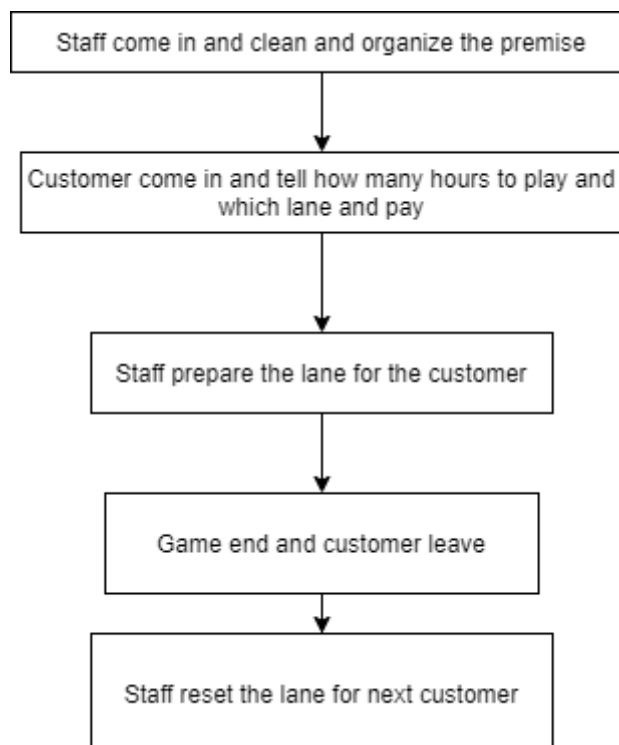
EZ Bowling Centre choose Social Media as our marketing medium such as Facebook and Instagram. Since majority of teenagers and young adult nowadays have social media, EZ Bowling Centre take this opportunity by creating their own Instagram and Facebook account and advertise the service offered there. The business will update about the business time to time.

### 6.0 Operational Plan

#### 6.1 Operation Hour

Weekdays	2:00pm – 10:00pm
Weekends/Public Holidays	9:00am – 10:00 pm

#### 6.2 Production Process



## 7.0 Administrative Plan

Position	Quantity	Monthly salary (RM)	EPF(RM) (7%)	SOSCO(RM) (1.75%)	Total (RM)
General Manager	1	1500	105	26.25	1631.25
Administrative Manager	1	1300	91	22.75	1413.75
Marketing Manager	1	1300	91	22.75	1413.75
Operational Manager	1	1300	91	22.75	1413.75
Financial Manager	1	1300	91	22.75	1413.75
Total	5	6700	469	117.25	7286.25

### Other Benefits

- Personal Leave (7 Days)
- Sick Leave (14 Days)
- 12-month Working, Salary Increment 5%
- Overtime paid by rate 2.0 per hour
- 

## 8.0 Financial Plan

Capital will be 50% supported by owner and some capital will be loan from bank.

Item	Fixed Asset	Monthly Expenses	Other Expenses
Furniture Fittings	10000		
Office equipment & machinery	100000		
Salary		7286.25	
Utilities:			
Electricity		1000	
Wi-Fi		150	
Water		400	
Premise Rental		2500	
Business License			50
Total	110000	11335.25	50