



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
SPORT EQUIPMENT

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EXECUTIVE SUMMARY

AJ SPORTS will be established in March 2016. The company was founded with the purpose of engaging in sports equipment exclusively and more specifically in advancing sport. This is in line to give people or customer more easy to find their sports equipment needs and to improve our sports in various fields. The project site will be carried out on one a normal-sized shops, at Kota Marudu Sabah, where the company AJ Sports will rent tax for a period of 5 years. On the financial front, the company AJ Sports need loans from CIMB Bank of RM100,000 to finance part of the initial cost of the project. In planning and viable prospects, we expect the CIMB BANK can approve our application for the realization of this project.

ACKNOWLEDGEMENT

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1. INTRODUCTION

1.0 NAME OF THE COMPANY

- The name of our company is AJ Planet Sports

1.1 NATURE OF BUSINESS

- AJ Planet sports is under product sector.

1.2 INDUSTRY PROFILE

- There are too many shop that selling sports equipment in this country, especially in Sabah but not all those shop selling the sports equipment according to customer demand. As we know that mostly of the sports shop just sell some sports equipment only. So, here we are try to open our shop AJ Planet Sports that selling sports equipment.

1.3 LOCATION OF THE BUSINESS

- W.D.T 50,Ground Floor, Plaza Marudu Pekan Baru, Kota Marudu Sabah

1.4 DATE OF BUSINESS COMMENCEMENT

- 05 June 2016

1.5 FACTORS IN SELECTING THE PROPOSED BUSINESS

- Demand for sports equipment at Marudu city area is higher, since almost all the villages and schools organize various sports.
- This area we choose because the place does not have a lot of competitors and we confident can get higher income in open new sports store
- We want to give people or customer more easy to find their sports equipment needs and to improve our sports in various fields

1.6 FUTURE PROSPECT OF THE BUSINESS

- Expand the business by opening new sports store in 3 years later in other district.
- Selling more new product and new design based on customer demand
- Sales improving each year so that we will gain more profit to hire more workers when we have ports store later.

PURPOSE OF THE BUSINESS PLAN

Basically, this business plan was prepared with certain purpose. Below are the identified main purposes of the business plan;

1. As an important piece of document that will serve as guidance to the owner, investor, suppliers, customers and our company's partner.

Creating a clear and transparent outline for current and future referral; to avoid miscommunications or understandings among all parties involved and participating, as well as gaining confidence and fervour from all the stakeholders in our business endeavour.

2. To attract banker.

To convince the bankers in black and white that this business is an ideal investment and expected to flourish in its industry thus obtaining and incremental rise up in the capital application in order to help the business venture.

3. As guideline for companies operation

This is important to ensure that all the activities goes smoothly and are aligned with the organization's goals and objective in achieving long-term success in the industry.

4. To distribute business resources effectively.

To become cost-efficient in every task and to eliminate the wastage elements in all aspects of the businesses.