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UNIVERSITI  
TEKNOLOGI  
MARA

AT110

**DIPLOMA IN PLANTATION AND AGROTECHNOLOGY**

**SEMESTER 5**

**YEAR 2017**

<b>COURSE NAME</b>	<b>FUNDAMENTAL OF ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>ENT300</b>
<b>ASSIGNMENT TITLE</b>	<b>FABULOUS SPORTS WEARS CENTER</b>
<b>LECTURER'S NAME</b>	<b>MADAM NORINI BINTI SA'AIT</b>
<b>FACULTY</b>	<b>PLANTATION AND AGROTECHNOLOGY</b>
<b>CAMPUS</b>	<b>UNIVERSITI TECKNOLOGI MARA (UiTM)</b>
<b>DATE F SUBMISSION</b>	<b>20<sup>th</sup> MARCH 2017</b>

**STUDENTS :**

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# SUBMISSION LETTER

FABULOUS SPORTS WEARS CENTER

MEDAN RIA

MUKAH TOWN,

SARAWAK.

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Madam Noraini Bt. Saait

Lecture of ENT300,

Universiti Teknologi Mara,

Mukah,

Sarawak.

Madam,

**RE: SUBMISSION OF BUSINESS PLAN**

As stated above, I, Henry Anak Giri, General Manager of FABULOUS SPORTS WEARS CENTER, the representative of my team mates, would like humbly submit our business plan for further reviewing.

2. We have prepared this business plan for fulfill the requirements of this subject Fundamental of Entrepreneurship (ENT300) as the precondition of the Universiti Teknologi Mara (UiTM).

3. We hope that by submitting this business plan, we are able to present the completed task between the cooperation of our partnership that we have gained during the whole process of the course. All of our research and the related information are concluded in this business plan, accompanied by this letter of submission.

Thank you for your time and support.

Sincerely,



.....  
( HENRY ANAK GIRI )

General Manager, FABULOUS SPORTS WEARS CENTER

## **EXECUTIVE SUMMARY**

The name of our business is Fabulous Sports Wears Center. This business is based on a partnership which consists of five members. The members include Henry Anak Giri as the General Manager, Raphealla Guang as the Marketing Manager, Rozaini Bin Wahi as the Operating Manager, Suzie Lane Anak James as the Administrative Manager and Douglas Donol as the Financial Manager. Each partner contributes a certain amount of capital as stated in the agreement. Our contribution for this business is RM14,644.

The Fabulous Sports Wears Center's main purpose is to provide a better sport equipment not only for youngster but also for adult and to be able compete with other developed companies besides gaining the high profits. The reason why we decided to open a sports equipments is to serve the communities their wants and needs. Besides that, we also want to sharpen our entrepreneurship skills and learn new things along the way. Our target market area would be the citizens that staying in the Mukah Town because the area has a huge population of students from UiTM and Politeknik. Our business will operate 10am to 9pm on working days, 10am to 6pm on Saturdays, and will close on Sundays.

The General Manager's responsibilities are to lead, plan, control, and organize the whole business to keep things in order. He is also responsible in making sure that every department cooperates with one another to ensure the efficiency of the company's productivity. The Marketing Manager are in charge of advertising the company's products to potential customers as well as identifying the target market, competitors and the size of market trend and forecast the future of the projects.

The Operator Manager is responsible in making sure the business run smoothly by looking after the materials, equipments, machineries and the workers for the operations. He is also needed to ensure that the business is able produce the products according to the quantity that is being stated in the market plan. The Administrative Manager must handle office matter without fail. This includes overseeing the company staff's wages and preparing office supplies for use. She is also responsible for all administrative activities such as arranging the schedule remuneration and organisation charts as well as preparing the list of office equipment.



## 1.0 INTRODUCTION TO BUSINESS PLAN

Our name of the company is Fabulous Sports Wears Center. We choose the name of Fabulous Sports Wears because 'Fabulous' means can described the quality of our products. It is refer to us who are starting in business world. Besides, we want our customers feel welcome to our premise. Since our business legal entity is partnership and who beginning the business, so we decide to our company name is Fabulous Sports Wears Center. Fabulous Sports Wears Center is a partnership business entity and managed by five shareholders.

Nowadays, especially always want keep in fit to active either in sports and daily life. Now, also be a trend to have a nice body shape for a man. Here, we provide some sport wears such as clothing to give them more comfortable and look stylish in daily life. Because of we just start our business, provide clothing with new brands. If our business success in the coming year, we will provide more than that like shoes, sports equipment and bags. We will try our best to expand our business and lead the market share.

The principle believed that for an organization to be successful, the organization must ensure that the customer continues to return to purchase the product, again and again. A part from that, in other to earn reasonable return on the investment, along with the ability to repay debt, strict cost-control measures will be implemented. This measure will include, among others, proper and prudent purchasing practices, effective utilization of personnel, and the constant search for ways to reduce the cost of sales of our products without sacrificing quality.

## **1.1 NAME OF COMPANY**

- We have decided that our company's name is Fabulous Sports Wears Center. We provide Sports Wears such as clothing. The reason why we chose the word FABULOUS because it described the quality of our products.

## **1.2 NATURE OF BUSINESS**

- Our Fabulous Sports Wears sell different brands sports clothes in our company.
- Our products probably limited in numbers in other sports shop in Mukah even if there is one.
- We designed our own shop based on our products that high quality as we expected.

## **1.3 INDUSTRY PROFILE**

- Our company is unique and creative because we provide sports ware that is long lasting and satisfied our customers.
- The location of our company is in the middle of Mukah Town that high population on people, so it will be easy for customers to visit our shop.
- The Fabulous Sport Wears Center also provide high quality of sports wear at affordable price not only for young ever age.

## **1.4 DATE OF BUSINESS COMMENCEMENT**

- The Fabulous Sports Wears Center was incorporated on 1<sup>st</sup> April 2017. After a few months this company start to run the operations on 1<sup>st</sup> March 2018.

## **1.5 FACTOR IN SELECTING PROPOSED BUSINESS**

- The reason why we open our company Fabulous Sports Wears Center in Mukah because this area less of sport shop ware.
- High demand of sport equipment in Mukah.