



اَبُو بَكْرٍ سَيِّدِي تَكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE
DIPLOMA IN FOOD TECHNOLOGY

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT



IMMERSIVE GAMING LAB SDN. BHD.

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ACKNOWLEDGEMENT

First and foremost, I would want to give gratitude and praise to Allah for his great gifts that enabled us to successfully finish our group assignment in entrepreneurship subject. We would like to take this opportunity to express our deepest appreciation to everyone whose assistance, direction, and inspiration have been crucial to finishing this task successfully.

we want to express my gratitude to Miss Nur Jihan Binti Md Johan, our lecturer for this subject, for all of the assistance that has been provided during the course of study, including her helpful suggestions, helpful feedback, and constant support. Your knowledge and experience have been extremely valuable throughout this journey.

We would specially like to thank our teammate for providing such an energetic atmosphere for learning and discussion. The many discussions, debates, and shared insights have not only broadened our perspectives but also deepened our understanding of the subject matter. Your ability to share knowledge and collaborative spirit have really improved our understanding throughout the journey of doing this assignment.

Finally, we are also extremely thankful to our friends and family for their continuous encouragement and understanding. Whether through their inspirational words, constructive criticism, or simply their presence, each has played a part in shaping the final outcome of this assignment. Your patience and support have been our foundations for guidance during the challenging phases of this assignment.

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EXECUTIVE SUMMARY

Immersive Gaming Lab SDN. BHD is an innovative company that specialises in offering fully-equipped game rooms specialised for college students. With 3 different strategic location around Negeri Sembilan which is based at UITM Campus Kuala Pilah, Malaysia and other UITM campuses, our goal is to establish a lively, welcoming environment where students may relax, socialise, and participate in leisure activities. Modern gaming consoles, fast PCs, board game, table tennis and arcades are all installed in each gaming area to provide an unmatched gaming experience. Our services provide a practical and easily accessible alternative for college students to enjoy gaming on campus, tailored precisely to their individual needs and schedules.

The gaming industry is still growing and a large share of its market is made up of college students. Students are looking for more convenient and varied types of amusement and relaxation as a result of the growing pressures of the classroom. Based on our market research, there is an increasing need for dedicated gaming areas on college campuses due to the need for social connection, stress alleviation, and community development. By establishing Immersive Gaming Lab SDN. BHD in this market segment, we hope to close a significant gap in university amenities and take a significant portion of the student gaming market.

Immersive Gaming Lab SDN. BHD offer a variety of game titles, ensuring something for every gaming preference. Students can easily access our services and make payments using their student ID cards, integrated with campus payment systems for seamless transactions. This ease of access and payment integration is designed to enhance user convenience and satisfaction.

Immersive Gaming Lab SDN. BHD plans to initially launch in select major universities with large student populations and strong interest in gaming. We will leverage digital marketing, campus partnerships, and student ambassadors to promote our services. Post-launch, we aim to expand to additional campuses in Malaysia, with the long-term goal of establishing a presence in every major college town. Our vision is to be the premier destination