



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

HAWKEYE ARCHERY ENTERPRISE

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CONTENT	PAGES
Introduction	
• Name of business	1
• Nature of business	1
• Industry profile	1
• Location of business	1
• Date of business commencement	1
• Factors in selecting the proposed business	1
• Future prospect of the business	1
PURPOSE OF THE BUSINESS PLAN	2
BACKGROUND OF BUSINESS	3-9
LOCATION OF THE BUSINESS	10-11
ADMINISTRATION PLAN	12-25
MARKETING PLAN	26-47
OPERATION PLAN	48-63
FINANCIAL PLAN	64-79
CONCLUSION	80-81
APPENDICES	82

HAWKEYE ARCHERY ENTERPRISE

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Name of business	Hawkeye Archery Club Enterprise
Nature of business	Indoor sport entertainment services
Industry profile	Place where archer lover and newbie spend time in indoor archery which have different type of packages in doing the archery activities.
Location of business	Persiaran Spring, Jalan Simpang Tiga, 93300 Kuching, Sarawak, Malaysia.
Date of business commencement	8 th June 2014 (Saturday)
Factors in selecting the proposed business	Since every archery club in Malaysia have same similarity archery range, our archery club has different range and also the course.
Future prospect of the business	<ol style="list-style-type: none">1. To introduce new concept or course that has never been done in archery club offered throughout Malaysia.2. Attract the youth in the sport of archery to be the future succession.3. As a place for recreation with family and eliminate stress while doing archery activities.

CHAPTER 2

ADMINISTRATION PLAN

2.1 INTRODUCTION TO THE ORGANIZATION

2.1.1 Vision

- To be the best archery club service provider in the world that provides the best course and services to people who love to spend time with archery activities.

2.1.2 Mission

- To be a market leader in the archery club in Malaysia within three years, in Asia within the next ten years and whole world within next twenty years.

2.1.3 Objectives

Our objectives are stated as follows:

- i. To provide five types of course in archery within the first year of operation
- ii. Raise fund to expand the business in second year of operation after successful provide course in archery club.
- iii. As a place for recreation with family and eliminate stress.
- iv. Established a number of branches in each state and improve the quality of national archery.

CHAPTER 3

MARKETING PLAN

3.1 INTRODUCTION TO MARKETING PLAN

Marketing is important criteria in business. In simplest form, Marketing is the exchange of something of value between the seller and the buyer. According to Oxford-advanced learner's dictionary, marketing plan can be defined as the theory and practice of presenting, advertising and selling thing. A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line.

A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use. It designed all the activities relating to marketing objectives and the changing of marketing environment. A good management had to be concern and make sure that all plan runs smoothly and achieves its target and goals. It plays an important role to every business in order to make sure all of the business marketing is properly arranged.

Marketing activities is towards satisfying customers need and wants as well as contributing towards profit for the business. Thus, effective marketing strategies are the most important to make sure the business can develop and have power to compete with other competitors.

The systematic and organized of marketing strategies can influence the business profit. That mean the strategies and promotion have to be arrange orderly to attract customers confidence. Our business marketing strategies based on a good services and the high quality of product to achieve our mission and vision.

In our marketing department is lead by Mr.Muhammad Faisal Bin Zaini and Mr.Nelver Neldin Jilord Marketing Manager. This department is fully manage by marketing department manager and assisted by marketing assistant. Marketing manager task and responsibility are to progress and obtain what they need and want through creating and exchanging products and value with other.