



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
TRADITIONAL GAMES WORLD

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1.1 EXECUTIVE SUMMARY

Ladies Corp is a new company which specialize in offering service that related to tourism. We are unique from the other business company, because we are the only one offering service related to traditional games in Malaysia. Our company started its business in early 2015 and located at Level 3, 1 Borneo Hypermall, Jalan Sulaman, 88400 Kota Kinabalu, Sabah. Our partners in this company are Nur Fatin Nabila Binti Azaman (Bachelors in Business Management), Azayliena Jaldin (Bachelors in Financial and Banking), Nurul Syakirah Binti Ukin (Bachelors in Marketing), Nur Misya Aainaa (Bachelors in Tourism Management) and Nur Azlieeyanah Jerry (Bachelors in Public Administration). All the partners in this company have their own specialties which can benefits this company and that is why we made a decision to establish this company together. By combining our talents and efforts, we might be able to bring this company to the international level provided that we determined enough to compete with the other company.

Nowadays, most of the community especially the younger generations less exposed to the traditional games in our country since there are too many technology development that give influence to their lifestyle. People nowadays really like the idea of having a place that can be trusted and safe for their children when they need to leave them because of important matters. Then, our partnership started when Misya get an idea on how to expose children nowadays about traditional games by provide facility that offer this service just like the Kids World. Our services consist of assist and help the customers to play the Malaysian traditional games. Furthermore, the main purpose of our service is not just to have fun but the most significant things is we try to create interest among children in preserving the traditional games instead of playing games in gadget that less beneficial to them. That is why our company came up with the idea of providing this service product for our customers and we believe our company can compete and succeed in this market and we also can give satisfaction to the customer's wants and needs and at the same time help in promoting tourism in Malaysia.

1.5 VISION

To become one of the best service provider specialize in traditional games for upcoming 2020.

1.6 MISSION

- Providing games service for 5 types of traditional games
- Gain strong market positioning into target market
- Expand the service to the customer by adding more types of traditional games.

1.7 OBJECTIVE

To introduce new service of Malaysian traditional games by established at least one facility for it and estimate the market acceptance and sales of the service within the 1st six month of business operation.