

UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
HAPPY FUTSAL CENTRE

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## **EXECUTIVE SUMMARY**

### **1.0 INTRODUCTION**

The name of our company is Happy Futsal Centre. Happy Futsal Centre is a business that provides services to the customer by providing safety court for the Futsal player. The Happy Futsal Centre's got its name from the service that we provide during serving our customer by giving them happiness, satisfaction and good health.

Since people like to play futsal especially youth, we have grabbed this opportunity to introduce our company to the community. So, we have decided to choose a flat area near to Indah Permai, Sepanggar as our location. This location was very strategic because it is near to housing complex, school and university.

Other than that, our company also provides an international court. Through this court, we can provide a place for international tournament that will be invited tourist to come to our country since we are the first company that has this international court in Sabah.

We, Happy Futsal Centre, saw the opportunity that this business has a high potential to expand. Since, the demand for futsal keep increasing, we only need to maintain our service so that our customer will always go to our company to play futsal.