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UNIVERSITI  
TEKNOLOGI  
MARA

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FUNDAMENTAL OF ENTREPRENEURSHIP

JULY-NOVEMBER 2015

JESSELTON JUMPSTREET PARK

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DATE OF SUBMISSION: 15.09.2015

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## 1.0 INTRODUCTION

### 1.1 EXECUTIVE SUMMARY

Nowadays, technology advancement has been increased from time to time to compete with global requirement. Thus, competitors are already in their move to launch products and services to satisfied 'hunger' people. In other words, competitors compete each other to get profit even if sometimes gain losses. Entrepreneur acts as a movers of the economy which is involves business of products and services. Therefore, it is obvious if we said that an entrepreneur has their absolute right whether to deal with products and services to be known by others as they only have one goal which is business succession.

We can see the situation in many fields of business. For instant the business related with sports activities such as futsal centre. The competitors are very fierce among them and entrepreneur has to have credibility to survive. However, there are very least types of sports provided and limited activities to all the societies. This is to full fill the demand of the societies which is preferred a healthy life style activity to stay them fit and healthy every day. Since there are fewer sports centre in Kota kinabalu, so we planned to introduce new indoor sports activity to all society in Sabah. This new activities are to serve the societies so that they are happy with new indoor sports activities that we will provided for them. Our aims for this business are to provide a sports centre for family members and friends for their bonding time as well as to build closer relationship between them.

After we discuss among partners, we manage to establish Jesselton Jumpstreet Park as an indoor sports and activities. A sports centre for adults and children and also for all family members to join and try our new existing business and we are the 1<sup>st</sup> opening in Sabah and the 3<sup>rd</sup> in Asia. We believe that our business will win the market demand as we know the sports centre is least in Sabah. Therefore, we predict that this business will run as we expected in order to get unbelievable profit in the long run term. High demand of healthy lifestyle among societies given us the opportunity to survive in the market place.

## 1.2 BUSINESS PLAN PURPOSE

There is few purpose of opening Jesselton Jumpstreet Park as the opportunity.

Firstly, we have found that there is lack of indoor sports activities provided in Kota Kinabalu Sabah. So we take this opportunity to open up Jesselton Jumpstreet Park for our company. We are providing indoor sports and activities services to all types of members that like to do sports. This gives advantages for us to provide good services to our customer.

We bring along new sports and activities to Sabah to give all the societies new activities to play. It sounds interesting to all sports lover that they going to have new activities to do. By providing these activities, it can be a center for them to spend their quality time together with friends and family members. As we know that, there are fewer sports activities provided in Sabah. Some of the societies have not enough places to do sports since sports center in Sabah is very limited. Other than that, we also can minimize social problems among people by giving them a place to spend their free time.

Furthermore, we also set up an objective as for helping youth club members to support them to do more activities and program for youth by giving them contribution. Besides that, we provide new activities for the society to enjoy their free time in doing sports and also as a family and friends bonding time. This is can build a close relationship between family members at the same time. Other than that, we also help society in practice healthy lifestyle everyday to make them stay healthy and fit every day.