



FACULTY OF COMMUNICATION AND MEDIA STUDY
UNIVERSITY TECHNOLOGY MARA
PUNCAK PERDANA CAMPUS
40150, SHAH ALAM,
SELANGOR

Diploma in Mass Communication and Media Studies

MC 110

ETR 300



SWEAT PARK Sport Centre

Group : 5 B

Name :

Matrix.No.

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Section 1 :

E X E C U T I V E S U M M A R Y



Acknowledgement

Alhamdulillah with the God's will, we completed our task, the business plan. On behalf of our team member, I am glad that we get the experienced from this business plan and it will also guide us to face the real world in entrepreneurship.

Millions gratitude for each one of the team members, Nina Syazwani Sarif, Nurulakmar Anual, Shazerina Maliani Shahidan and Siti Nur Ain Zulkepli for their effort as they did a very great job in making this business plan completed successfully. Without patients, courage and willingness, this business plan would not exists.

Special thanks to our lecturer, En. Sodri Arifin for his advice, guidance and his supervision along the preparation of making a business plan. Without his brilliant comments, this business plan is imperfect.

We would also would like to acknowledge in the present of all government and non-governmental agencies that contributed to our project. With their help in providing the information we needed, it will make the process of doing the business plan easier.

Lastly, not to forget to all those who helped us in anyway, directly or indirectly. All of your appreciation is highly appreciated. May God bless us all.



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Diploma Communication and Media Study
(MC110 Part 5-5B)
UiTM Shah Alam Campus Puncak Perdana,
40150 Shah Alam,
Selangor Darul Ehsan

18th October 2005

Prof. Madya ir Sodri Arifin
Lecturer ETR 300 (Fundamental of Entrepreneurship)
UiTM Puncak Perdana,
40150 Shah Alam,
Selangor Darul Ehsan

Dear Sir,

REPORT SUBMISSION: BUSINESS PLAN PROPOSAL

With reference to the above matter, we hereby our report on Business Plan proposal.
The business that we are conducting is sports center and will be known as 'Sweat Park'.
The business premise is located at:

Lot 26476, Jln Memanda 9,
Ampang Point, 68000
Ampang Jaya, Kuala Lumpur

Attached is the Business Plan entitled Universal and Friends Partnership. This is to fulfill the requirement of Subject Fundamentals of Entrepreneurship (ETR 300).

Your sincerely,

Nurulakmar Anual



i. Executive Summary

Name of business

The name of our sports center business is 'Sweat Park'. We provide a place where people can break free into sports. The name of 'Sweat Park' is registered under Business Registration Act 1956 in corporate with the Partnership Act 1961.

Type of business

Our type of business is a partnership business. The four members of the partnership business had agreed to joint business and jointly owned the company, as well as to share the profit or losses of the business. The designation of the members are Nurulakmar Anual as Manager, Shazerina Maliani Shahidan as Marketing and Operation Manager, Siti Nur Ain Zulkepli as Administration Manager and Nina Syazwani Sarif as Financial Manager.

All of the partners will cooperate in order to achieve our business goals in order to gain maximum profit by providing quality and the best services around the area for the customers. Every partner is also considered the company's representative and is able to act on behalf of the company.

Service

At Sweat Park, this partnership company provides sports facilities as a service for the customers. We provide the best place for the sports lovers to enjoy their activities. Sports are important for us to stay healthy. By providing this services to all