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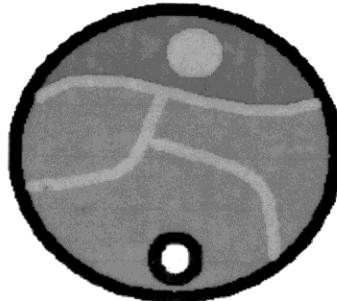
BUSINESS PLAN

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FUNDAMENTAL OF ENTREPRENEURSHIP

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F A S A



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TABLE OF CONTENT

CONTENT	PAGE
1.0 INTRODUCTION	
1.1 NAME OF BUSINESS	1
1.2 TYPE OF BUSINESS	2-3
1.3 INDUSTRIAL PROFILE	3
1.4 BUSINESS POTENTIAL	3
1.5 PURPOSE OF BUSINESS PLAN	4
1.6 EVALUATE THE VIABILITY OF BUSINESS	5
1.7 COMPANY'S BACKGROUND	5-6
1.8 VISSION AND MISION	7
1.9 LOGO AND MOTTO	7
1.10 ORGANIZATION CHART	8
1.11 BACKGROUND OF PARTNERSHIP	9-18
1.12 EQUITY CONTRIBUTION	19
1.13 PARTNERSHIP AGREEMENT	20-21
1.14 LOCATION OF BUSINESS	22
1.15 BUILDING	23
1.16 BASIC AMENITIES	23
2.0 ADMINISTRATION PLAN	
2.1 INTRODUCTION	25
2.2 ORGANIZATION CHART	26
2.3 LAYOUT OFFICE ADMINISTRATION	27
2.4 INCENTIVE FOR COMPANY	28
2.5 ADMINISTRATIVE STAFF	29
2.6 SCHEDULE OF DUTIES AND RESPONSIBILITIES	30-32
2.7 SCHEDULE OF REMUNERATION	33
2.8 LIST OF OFFICE EQUIPMENT	34
2.9 ADMINISTRATIVE BUDGET	35
3.0 MARKETING PLAN	
3.1 INTRODUCTION	37
3.2 MARKETING OBJECTIVES	37
3.3 SERVICE DESCRIPTION	38
3.4 TARGET MARKET	39
3.5 COMPETITION	40
3.6 MARKET SIZE	41-42
3.7 MARKETING STRATEGIES	43-47
3.8 MARKET SHARE	48-49
3.9 SALES FORECAST	50
3.10 MARKETING PERSONNEL	51
3.11 MARKETING BUDGET	51
4.0 OPERATION PLAN	
4.1 INTRODUCTION	53
4.2 OBJECTIVES OF OPERATION	53
4.3 OPERATION STRATEGIES	54
4.4 SERVICES PLANNING	55-57
4.5 LAYOUT OPERATION	58-59

1.1 NAME OF BUSINESS

Futsal is an indoor version of football officially supervised by the international governing body of soccer, The Fédération Internationale de Football Association (FIFA). The name is derived from the Portuguese 'futebol de salão', and Spanish 'fútbol de salón'. Both of it means 'football in the hall'.

Futsal is played by five players in a team. One the player will act as the goalkeeper. Among the differences in futsal soccer is the soccer field using a field larger than the relatively small futsal. The futsal game duration is of 20 minutes per half. The ball used is much more heavier in weight makes the player control the ball well. Furthermore, the area is much smaller thus forcing the players to improve their skills and make decisions more quickly. Fouls act such as shoulder crash against an opponent is strictly prohibited. In addition, any team amassed the sixth offense of each half will be punished with a second penalty kick. Next, the following foul shall also be punished by a second penalty. Fouls are called cumulative error.

Futsal is currently growing rapidly and becoming the newest sport trend in Malaysia. Many newly built courts were built for the purpose of giving the public a chance to experience the thrill of playing futsal. It is not just limited to men but also women. Therefore, Futsal Arena Shah Alam was formed.

The name of Futsal Arena Shah Alam (FASA) is formed in the approval of all experts of our partnership and this concept of futsal Sports in council or "indoor soccer arena Islamic style" namely specifically for the game of futsal.

1.2 TYPE OF BUSINESS

Futsal Arena Shah Alam (FASA) was established on a basis of a family business. It was then passed down to the current General Manager as a successor of the business. It was formerly a tennis court. However, the business was in a bad state and was lacking a lot in term of infrastructure and promotion. Thus, due to the high demand and futsal being the 'in' sport among the urban people, we decided to rebrand the business into Futsal Arena Shah Alam, with the concept of 'indoor football'. The General Manager then decided to make it as a partnership business by generating and combining other partners' ability, creativity and ideas. This is a partnership business consisting of five partners whom will be directly involved in managing the business. Ideas, talents and skills of the partners can be utilized for

better management and to expand our company nationwide. Not only that, the partnership may also increase our capital by the presence of many individuals who provide funds.

Members of our business are Nor Ashikin binti Md Zainuri, Julaiha binti Hassan, Shazeaa Munira binti Azhar, Siti Nurhafiza binti Zulkifly and Fatin Nabilah binti Mohamad.

The objective of our company is to develop a business plan for running a business based on "futsal arena-Islamic style" that provides quality sports facilities and a high standard but has a relaxed environment with implementation of Islamic element.

1.3 INDUSTRY PROFILE

The youngster development of passion for sports activities have grown in line with current social activities. Football requires large infrastructure and large space thus the game has been structured in a limited space environment to suit the urban lifestyle known as the "Street Soccer". Street Soccer is getting a lot of attentions; especially in Latin American countries are now tuned and known as futsal.

The business plan has been prepared to gain funding in order to turn the business into reality. Futsal Arena Shah Alam ideas of 'futsal in the hall' or "futsal arena Islamic style" is specially designed for Muslim and Muslimah. The requested funding is needed to start the construction work in the court fully - equipped together with a special separate indoor court for muslim woman and a kiosk concept. The kiosk however, will be leased to outside vendor in order to reduce cost.

1.4 BUSINESS POTENTIAL

Futsal Arena Shah Alam (FASA) is a futsal business with high potential as we provide high quality service and infrastructure with affordable price for the customer. Estimated service fee is from RM60 to RM150 for a gaming session per court. Customer may also find extra information through online at our Facebook page, <http://www.facebook.com/pages/Futsal-Arena-Shah-Alam>.

1.5 PURPOSES OF BUSINESS PLAN

1.5.1 GUIDE

1.5.1.1 BUSINESS GUIDE

Research and analysis is used to show futsal market opportunities in the industry in Malaysia. Competitor's business were determined and their services are reviewed. Customer needs and wants are used in the production of our business plan.

1.5.1.2 BUSINESS MISSION SET

The mission of the business is important because entrepreneurs are able to make the right decisions and actions in the future. The mission and vision of the business will act as a guide of our firm's goal direction. Our business's mission is to develop and spread futsal throughout the country, to give a fair and affordable price and to provide the best Islamic quality service.

1.5.1.3 MARKETING PLAN SET

A marketing plan is essential to help entrepreneurs to assess market acceptance, develop strategies to market business product, to identify the resources needed to implement marketing strategies and finally to estimate the financial marketing needs.

1.5.1.4 OPERATION PLAN SET

Operational plans are important operational aspects of the business that will show the important role in changing the input to the output in the form of products or services. Besides that, we will able to know the process of our services from the plan of operation.