UNIVERSITI TEKNOLOGI MARA KAMPUS KOTA KINABALU, SABAH

ADRENALINE RUSH

PREPARED BY :

MUHAMMAD NUR FIRDAUS BIN MOHD DAUD	(2009501617)
AFFY JACKLEYINDA ENTAWIN	(2009442406)
JANWETTE EDIP	(2009755721)
MARCELLA ROSABELL BALAKAN	(2009576293)
AMRAH MAHRAH ASKAR	(2009911195)

ADRENALINE RUSH GO-KART FUNDAMENTAL OF ENTREPRENEURSHIP (ETR300)



ACKNOWLEDGEMENT

This business plan would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this assignment.

First and foremost, our utmost gratitude to Madam Sarmila Udin, our ETR300 lecturer, whose teachings and encouragement we will never forget. Madam Sarmila has been our guidance as we hurdle all the obstacles in the completion this business plan.

Our friends and classmates in group AM1104A2, Faculty of administrative Science and Policy Studies for their unending support and helping hands when we asked for information.

Not forgetting all the resource person that sacrificed the their time to share knowledge with us in order to help us out in this project.

Last but not the least, our families and the one above all of us, the omnipresent God, for answering our prayers for giving us the strength to plod on despite our constitution wanting to give up and throw in the towel, thank you so much Dear Lord.





2.10.1 OFFICE TITLE	PAGE
ACKNOWLEDGEMENT	15
1.0 EXECUTIVE SUMMARY	26
1.1 INTRODUCTION	271.28
1.1.2 MALAYSIA TRACKS LIST	2
1.1.2 MALATSIA TRACKS LIST	2
1.2 BUSINESS PLAN PURPOSES	3
1.3 BACKGROUND OF BUSINESS PLAN	
1.3.1 VISION	3
1.3.2 MISSION	3
1.3.3 OBJECTIVES	4
1.3.4 BUSINESS LOGO	5
3.4 YARGET MARKET	
1.4 BUSINESS BACKGROUND	6
3.5 MARKET SEGMENTATION	
1.5 PARTNER'S BACKGROUND	7 – 11
1.6 PARTNERSHIP AGREEMENT	12 - 14
1.0 PARTICESHIP AGREEMENT	12-14
2.0 ADMINISTRATION PLAN	0.4500
	15
2.1 BUSINESS OBJECTIVES	
2.2 BUSINESS VISION	
2.3 BUSINESS MISSION	
3.9.3 PLACE OR DISTRIBUTION	
2.4 ORGANIZATIONAL CHART	16
2.5 JOB DESIGNATION	16
2.6 JOB DESCRIPTION	17 - 18
2.7 WORKING HOUR	19
2.7.1 OPERATING HOURS	
2.7.2 BUSINESS HOURS	
2.8 REMUNERATION	20
2.9 EMPLOYEE INCENTIVE SCHEME	21 - 22
2.10 OFFICE EQUIPMENT AND SUPPLIES	23

ADRENALINE RUSH GO-KART FUNDAMENTAL OF ENTREPRENEURSHIP (ETR300)



2.10.1 OFFICE EQUIPMENT 2.10.2 OFFICE STATIONERIES	24
2.10.3 ADMINISTRATION BUDGET	25
2.11 BUILDING AND OFFICE LAYOUT 2.11.1 BUILDING LAYOUT	26
2.11.2 OFFICE LAYOUT	27 - 28
3.0 MARKETING PLAN 3.1 INTRODUCTION TO MAKETING	29
3.2 THE PRODUCT OR SERVICE CONCEPT	30
3.3 CAUSE OF THE FAILURE OF THE PREVIOUS BUSINESS	31
3.4 TARGET MARKET	31 – 33
3.5 MARKET SEGMENTATION	34
3.6 MARKET SIZE	35
3.7 COMPETITORS	36
3.8 SALES FORECAST	36 – 37
3.9 DEVELOPING MARKET STRATERGIES 3.9.1 PRODUCT OR SERVICE	38
STRATERGIES	
3.9.2 PRICING STRATERGIES 3.9.3 PLACE OR DISTRIBUTION	39
STRATERGIES 3.9.4 PROMOTION STRATERGIES	40
3.10 LICENSE, PERMITS AND REGULATIONS	41 – 45
3.11 MARKETING BUDGET	46
4.0 OPERATIONAL PLAN	47
4.1 INTRODUCTION	
4.2 OPERATION OBJECTIVES	48
4.3 OPERATION STRATERGIES	48



1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

In the relentless transform and life in the fast lane that is now happening in Malaysia, the necessity for higher achievement and everything-more situation including the need for better entertainment needs to be fulfilled. That is why we choose to be involved in the entertainment and sport industry providing the best Go-kart experience to fulfill the high demand of extreme sports for entertainment.

Go-kart is the most exciting and exhilarating activity that anyone could wish to take part in. The name Go-kart is actually known as Super kart. A Go-kart is an open wheeled vehicle which comes in a variety of forms, from motorless models to high-performance go-karts which are made for racing. Unlike a normal car, it is much smaller in size which could only fit one or two people and the driver have to sit very close to the ground. Other than that, there are no front, back, side wall and roof to protect you from the weather. Thus, making it a very challenging sport.

Moreover, the concept of the go-karts that will be used in the business are eco-friendly karts with zero emission of carbon to support the 'Go-kart, Go-green' campaign to save the environment. The go-karts used are fully battery powered and are rechargeable with no usage of fuel.

We form the business of 5 partners; Muhammad Nur Firdaus b. Mohd Daud, Affy Jackleyinda Entawin, Jannette Edip, Marcella Rosabell and Amirah Mahirah Askar; and targeting customer from all range of ages because our business can fit to serve their need of sports entertainment. This is why we choose go-kart because we see it as a sustainable and profitable market in Malaysia particularly in Kota Kinabalu because there are no competitors except for the nearest in Sandakan. The success of the business in future is hoped for and to be recognize globally as a leading eco-friendly karting facility. We strive to be the best in the industry and also to serve the people better.