



UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP (ENT 300)
"De'Queen Red Company"
(FANCY JUMPING)

PREPARED FOR
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1.0 Introduction

De'Queen Red company is the partnership company which is the first company that introduce inflatable blob. The main of De'Queen Red Company services is "Fancy Jumping" or known as Blob Jumping. It is located at Taman Awam Teluk Likas which is located along Jalan Tuan Fuad Stephens or also known as the Coastal Highway. It is very near to Masjid Bandaraya (city Mosque) and Wisma Perindustrian Likas.

De'Queen Red is the first company in Malaysia, especially in Sabah that introduce this "giant" water games. Guarantee maximum safety in this activities of risk, quality materials and supervision at all time. De'Queen Red is the first company in adventure sports and events in Sabah to complete range of activities with the spectacular new attraction. All description is short for performances and laughter featuring the Fancy Jumping. Spectacular, breathtaking, Brutal. Although spectacular, is a safe activity for participants. The feelings that brings the magnificent Fancy Jumping makes it to become fashionable in this company continent also after the great success it is having in the Malaysia.

De'Queen Red believes that customer safety is without question its number one priority and will at no time compromise safety for profit. De'Queen Red hopes to share their passion for Fancy Jumping as a personal challenge by encouraging our customers to overcome their fears in a safe and controlled environment and empowering them with a strong sense of achievement. De'Queen Red is committed to adding value to the town and its environment by giving back to the community. We believe that working together with local businesses is essential to developing long-term sustainable tourism which will benefit everyone.

We, De'Queen Red Company, saw the opportunity that this business has the potential of success provided that it is handled efficiently. We are committed to a long-term view of developing sustainable tourism in Malaysia. Although Fancy Jumping is our main focus we are also committed to developing the future of tourism in Sabah by re-investing in local area tourism development.

2.0 Purpose

The purpose of this business plan is as the first step as a module before starting a business. This business plan is very important for a new company like **DE'Queen Red Company** because it may help us to maintain our business longer in the Malaysia market.

The purposes of doing this business plan are:

- To show the financial strength of the company, especially when applying for loans and to convince the investors towards providing funds or other financial institution.
- To fulfill one of the terms and condition that stated in ETR 300 project.
- As a guideline for us in setting, planning, managing, handling and controlling our business for the day to day management, budget, financial forecast, strategies, target market and even long term goals.
- As a master plan of an organization that necessary to calculate the effectiveness on running such business.
- It is also prepared to state clearly the information on the certain authorities' parties to get permits or other facilities in the mean of formation of a business.
- This business plan can be utilized to convince the suppliers the ability of paying back on credit and the ability to carry out a project of services for customers or the tender board.
- To improve any weaknesses arise by comparing the actual performance of the firm with its master plan. It is to see whether it is a favorable or unfavorable situation.