



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIED (SR113)

SR1134B

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

GROUP ASSIGNMENT:

REPORT BUSINESS PLAN

PREPARED FOR:

MADAM SITI FAHAZARINA BINTI HAZUDIN

PREPARED BY:

MUHAMMAD ALIFF DANIEL BIN JAMAIL HASMADI (2019647502)

AHMAD D'NEAL SAIFUDDIN BIN MOHD DINEIN (2019242096)

AINUR SHANYFAH BINTI JOHARI (2019279756)

NURIN AQILAH BINTI MAZLAN (2018273362)

NOR ASYIKEEN BINTI HARUN (2019666128)

1.0 LETTER OF SUBMISSION

Diploma in Sport Studied (SR113)
Faculty of Sport Science and Recreation
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

16 JULY 2021

SITI FAHAZARINA BINTI HAZUDIN
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached herewith is our business plan title House of Sport (HOS). This is to fulfill the subject of ENT300 requirements.

Thank you.

Yours sincerely,

Muhammad Aliff Daniel bin Jamail Hasmadi

General Manager.

2.0 ACKNOWLEDGE

Praise is to Almighty Allah for giving us the strength to finish our Business Plan which one of the requirements that need to be accomplish in the course work assessment for the code ENT300.

First of all, we would like to express our sincere gratitude to our lecturer Prof Madya Madam Siti Fahazarina for her guidance and endless support. Without her guidance and support we cannot finish our Business Plan. And also, without her, we are zero about to know business management. Thank you for provide us a good program every weekend. Indirectly can help us to know more detail about business and the correct technique how to manage our business. Thank you to family for always been with us and very supportive.

During our research we more mature to solve our problem and manage to become more organize. In our business plan it is covers organization, marketing, operation, financial and any other information needed by a new entrepreneur.

Lastly, we are grateful to them who had involved directly or indirectly. Without the effort and help we cannot finish our business plan. We apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us a little bit about entrepreneurship world and fact about how to become an entrepreneur in future.

TABLE OF CONTENT

NO	CONTENT	PAGE
1	Letter of Submission	1
2	Acknowledge	2
3	Table of Content	3
4	Executive Summary	4
5	Business Model Canvas	5
6	Business Description	6 – 9
7	Owner Description	10 - 14
8	Administration Plan	15 - 20
9	Marketing Plan	21 - 27
10	Operation Plan	28 - 35
11	Financial Plan	36 - 42
12	Conclusion	43
13	Appendices	44

4.0 EXECUTIVE SUMMARY

House of Sport manufacture and a store that sells many sport products such as equipment, accessory and others for many types of sport. It is one of the stores that compete with well-known brands such as Sport Direct, JD sports and Nike. House of Sport vision is to provide various services for customers, and for the mission, our company will make sure that customer will have a great experience while shopping with us. We chose Serdang Perdana as our company base as it is the strategic place where many public usually will come to visit.

Marketing is the promotion of product business or services to a target customer. The marketing plan in our company is leading by Nurin Aqilah binti Mazlan as the marketing manager. As our company have a few competitors nearby our store, we are using 4P as our marketing strategy. 4p is consists of place, product, price and promotion. For place, we chose the most strategic place where at Serdang Perdana as there are many people that interest with sport live there. The product and price also our company focused on in the marketing strategy. There is common example that many companies used to promote their brand such as television commercial and magazine advertisement. But for us, we use social media as it is the main platform to attract new customers. It also easier to get in touch with the customers.

An operation plan is important in a business plan. It is an extremely detail-oriented plan that clearly defines how a team or department contributes to company goals. It also outlines the daily tasks required for a running business. House of Sport operation plan is leading by a manager who is Ainur Shanyfah Binti Johari. Following with it, there are a few more staff that responsible for operation plan in House of Sport company. It is Assistance Operation Manager, Quality Checker, Machine Operator, Packaging Operator, Worker and Store Keeper.

Financial plan that lead by Ahmad Dneal Saifuddin as the financial manager, it is important in our company as it is a comprehensive picture of our company current finance. Good financial planning including details about our company cash flow, savings, debt, investment, insurance and any other elements of the financial life.