



**FACULTY OF SPORT SCIENCE AND RECREATION
DIPLOMA IN SPORT STUDIES (SR113)
SR1134C**

**FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300**

**PARAGON SPORT ENTERPRISE
SPROTIVE TRACKSUIT PANTS**

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LETTER OF SUBMISSION

Diploma Sport Studies
Faculty of Sport Science and Recreation
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**PARAGON SPORT ENTERPRISE – SPORTIVE TRACKSUIT PANTS**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Azimah

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NUR AZIMAH BINTI SELAMAT
General Manager Paragon Sport Enterprise

ACKNOWLEDGEMENT

Bismillahirrahmanirahim,

First and foremost, we are so thankful to Allah S.W.T for allowing us to complete our project after all hard work. Not to forget, to our lectures Madam Siti Fahazarina Binti Hazudin that lead us well with all, and without her lead, we could not complete our project with success.

Furthermore, we are thankful to all our group mates and partners for their remarkable idea on this business plan. For all of those who have contributed whether direct or indirect. We are grateful, the reason is that they willingly guide us throughout our business plan. The most appreciation is to our parents that believe in us and give a lot of encouragement to complete our business plan.

Throughout the process, we had many difficulties, but those difficulties encouraged us to become more mature and organized in dealing with the challenges that arose. We encounter a problem on the very first part; what to sell? It is because we need products that impress people. This is an arduous stage for us to think about because we need to consider all aspects such as location, name of business, mission, vision, etc. Then, this business plan is divided into four sections: organization, marketing, operations, and finance. Other information required by a new entrepreneur is also supplied.

Even though doing this business plan quite tiring on physical and mental because of those financial, but it is an awesome and enjoyable journey. It also gives advantage towards us such as gain new knowledge as well as new friends to find this business information. Not forgetting also, the feeling when doing work with a friend is the most unforgettable. We hope that our business plan will provide a glimpse into the world of entrepreneurship and provide guidance on how to become an entrepreneur in the future.

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EXECUTIVE SUMMARY

Paragon Sport Enterprise is a growing Malaysian -made sports brand. The products produced are like sports clothes which consist of sports pants, sports shirts, and the latest product marketed is "Sportive Tracksuit Pants". In addition, there are various other items produced by Paragon Sport itself that can be considered as a sports brand that will compete with other brands.

Paragon Sport Enterprise's plan is to produce sports products that are easy for consumers, namely the latest product "Sportive Tracksuit Pants". Our own business comes from the word Paragon which means a one-of-a-kind exemplar of excellence or perfection; unrivalled. We choose this name because we want our customer to feel the perfection and confident in themselves once they wore our "Sportive Tracksuit Pants". Not to mentioned, our tracksuit is very fashionable and in visionary design.

Alongside from that, we established a goal to help the company expand in terms of profitability and management. A business plan is designed to examine the viability of business strategies and make them practical. This company's vision and mission enable us to work hard to attain and realize our goals. By obtaining all of the characteristics. It is believed that the firm will remain confident and grow well in order to meet the vision and objectives.