



اَوْنِيُوْ سِيْتِي بَاتِي كُوْلُو كِي مَارَا
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MARA

FACULTY OF SPORTS SCIENCE AND RECREATIONS

DIPLOMA IN SPORT STUDIES (SR113)

GROUP/CLASS:

SR 113 4C

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

ASSIGNMENT 3:

3D ENTERPRISE (SUPERNOVA SPORTSWEAR STORE)

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LETTER OF SUBMISSION

Diploma in Sport Studies (SR113)
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16 JULY 2021

Madam Siti Fahazarina binti Hazudin
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Sir/Madam,

Submission of the Business Plan (ENT 300)

Attached herewith is our business plan title “**3D ENTERPRISE – SUPERNOVA SPORTSWEAR STORE**”. This is to fulfil the subject of ENT300 requirements.

Thank you,

Yours sincerely



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(Syahirah Sazlyn binti Mohd Mazlan)
General Manager

ACKNOWLEDGEMENT

First of all, Alhamdulillah and we were very grateful to Allah S.W.T for make us completion for this assignment. This assignment is about the business plan that we must create from this assignment which is Fundamentals of Entrepreneurship (ENT300). We are very thankful for our beloved lecture which is Madam Siti Fahazarina binti Hazudin for give us guidance and also advices during our assignment. She always helps us during our difficulties problems when doing this assignment. Do not forget also to our parents, that always give us moral support to make us finish this assignment. Also, a big thanks to all people that involve during do this assignment included our friends that always helps us give information too. Thank you very much to all people that helps us.

This assignment is about the business plan that we create to make a company that selling something to customer. We from 3D Enterprise, which is Supernova Sportswear Store that located at No 6C-1 Tingkat 1, Jalan PKSA Taman Perindustrian Krubong, 75200 Melaka, Melaka. The place is suitable for people that want to buy their sportswear. From this assignment, we also can learn how to manage a company from the sportswear company. It is so difficult to manage but Alhamdulillah we successfully accomplish to manage this company. After that, we also get a new information about how to conduct the company.

Last but not least, we are very thanks to all the people that helps us during this assignment. Without all of you, we cannot accomplish this assignment. Then, form this assignment, we also get many information and now something new from building a company. Thank you for create this assignment that very helps us and also give us benefits from created the company.

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EXECUTIVE SUMMARY

Supernova's Sportswear Store is a new brand company and business that provides various types of cycling jerseys. On top of that, Supernova's Sportswear Store also provides a small piece durable device on the suit called Integrated Microchip. Supernova has a new concept for anyone who wishes to wear it, especially cyclists.

Supernova's Sportswear Store is located in Jalan PKSA Taman Perindustrian Krubong, Melaka. Our business will be located at NO 6C-1 TINGKAT 1, JALAN PKSA TAMAN PERINDUSTRIAN KRUBONG, 75200 MELAKA, MELAKA. The reason why we build up our store at this location is because it will be the most suitable place and strategic place to open and run a new business. This location is crowded by a lot of local residents of Melaka and tourists from other states and country.

Our target customer will be the resident of Melaka and the tourists from other states and country because the location Krubong is one of the well-known places for tourists to visit. We picked these target customer as they will help us to expand the business widely and give us many opportunities to promote our jersey in Krubong, Melaka.

Our company organization consists of Board of Director which are the head of the company, General Manager that responsible in managing the company, Financial Department which responsible with our financial management, System Integration Department, Sales & Marketing Department and Technology Department.