

UNIVERSITI TEKNOLOGI MARA

ETR 300

SPORTS PLANET SDN. BHD

PREPARED BY:

DORIS JHON JINUS	2003148923
DEBRA HENRY	2003147120
FARRANCNIE JUNI	2003148916
JULIANA MOHAMAD	2003313229
SHARIFAH MASLIZAWATY WAN BUJANG	2003313442

TUTOR:

MADAM ADRIANNA AZIZ

DATE OF SUBMISSION

13 OKTOBER 2006

TABLE OF CONTENT

PAGE

ACKNOWLEDGEMENT	i
PREFACE	ii
1.0 INTRODUCTION	1
1.1 EXECUTIVE SUMMARY	4
2.0 BUSINESS PLAN PURPOSES	5
3.0 BUSINESS & COMPANY BACKGROUND	7
3.1 Logo Descriptions	8
4.0 BACKGROUND OF PATNERS	9
4.1 General Manager	9
4.2 Financial Manager	11
4.3 Sales & Marketing Manager	13
4.4 Operation Manager	15
4.5 Human Resource Manager	17
5.0 INTRODUCTION IN ADMINISTRATION	20
5.1 OBJECTIVE	20
5.2 VISION AND MISSION	20
5.3 BUSINESS LOCATION	21
5.3.1 FACTORS SELECTING OF LOCATION	
5.3.2 BUSINESS ADDRESS	
5.4 ORGANIZATIONAL STRATEGIES	22
5.5 ORGANIZATIONAL STRUCTURE	23
5.6 ORGANIZATION CHART	24
5.7 LIST OF ADMINISTRATION PERSONNEL	26
5.8 SCHEDULE OF REMUNERATION	29
5.9 ADMINISTRATION BUDGET	30
6.0 INTRODUCTION TO SERVICE DESCRIPTION	32
6.1 TARGET MARKET	34
6.2 MARKET SIZE	35
6.3 COMPETITION	36
6.4 MARKET SHARE	38
6.5 SALES FORECAST	41
6.5.1 SALES FORECAST ANALYSIS	
6.6 MARKET STRATEGY	43
6.6.1 Product	43
6.6.2 Price	44
6.6.3 Place	44
6.6.4 Promotion	45

6.7	MARKETING BUDGET	47
7.0	INTRODUCTION IN OPERATION	49
7.1	FLOW CHART	50
7.2	OPERATION SPACE LAYOUT PLAN	52
7.3	OFFICE SPACE LAYOUT PLAN	53
7.3.1	Capacity Planning	
7.4	FURNITURE AND FIXTURE	55
7.4.1	List of equipment	
7.4.3	List of mini gym equipment	
7.4.4	List of futsal equipment	
7.5	SUPPLIERS	57
7.5.1	List of suppliers:	
7.6	OPERATION OVERHEAD	58
7.7	OPERATION BUDGET	60
8.0	ADMINSTRATION BUDGET	62
8.1	MARKETING BUDGET	63
8.2	OPERATION BUDGET	64
8.3	DEPRECIATION OF FIXED ASSET	65
8.4	LOAN AND HIRE PURCHASE REPAYMENT SCHEDULE	69
8.5	PROJECT IMPLEMENTATION COSTS	71
8.6	PRO FORMA INCOME STATEMENT	72
8.7	PRO FORMA BALANCE SHEET	73
8.8	FORECASTED PERFORMANCE	74
8.9	FINANCIAL RATIOS	76
8.9.1	Current Ratio	
8.9.2	Quick Ratio	
8.9.3	Return on Sales	
8.9.4	Return on Equity	
8.9.5	Return on Investment	
8.9.6	Debt to Equity	
8.10	Financial Statement Analysis	82
8.10.1	Project Implementation Cost and Sources of Finance.	
8.10.2	Provision for Depreciation of Fixed Assets	
8.10.3	Sales Budget	
9.0	CONCLUSION	84
	APPENDICES	85

ACKNOWLEDGEMENT

We as a group would like to thank God for His willingness on giving us the strength throughout the making of this Business Plan Proposal (ETR300). Without His blessings, we might not be able to complete this particular assignment within the time period.

Other than that, we also would like to thank Mr. Kamarulzaman, the MEDEC coordinator, Prof. Madya Mat Yasin Jalil for assisting us in this subject, and not forgetting to our beloved Madam Adrianna Aziz for her willingness to give a full support in monitoring the whole project. Besides that, we also would like to thank the other lecturers, Madam Adelina Ebum for her kindness to guide us in the financial management and Miss Habibun for the legal aspect.

Apart from that, this appreciation goes to Dewan Bandaraya Kota Kinabalu, The Federal, Arena KK Futsal, City Futsal, and Suria World Soccer Centre and other individuals who involve had directly or indirectly, for giving us plenty of information and for their willingness to entertained us during our visit.

At the same time, we want to thank our parents for supporting us not only in financial term but also motivate us during our trial and tribulation in the effort of making this report into reality.

Last but not least, to the entire group member for giving their full cooperation throughout the making of this assignment. We know our effort and let just hope that we manage to pass this subject with a flying colours.

1.0 INTRODUCTION

Sports Planet began its services in November 2002, responding to a need for good futsal venues, services and facilities in Malaysia. Sports Planet is a registered franchisor with the Registrar of Franchises under the Ministry of Entrepreneur of Development (Kementerian Pembangunan Usahawan) since early 2005.

Sports Planet (Subang Jaya) was the first outlet established. Within 2 years, Sports Planet saw the opening of 4 additional venues at Subang Grand (formerly known as Sunway), Shah Alam, Ampang and Alor Star consecutively. The opening of Subang Grand marked a significant milestone in the industry becoming the single largest indoor soccer venue in Malaysia, as officially recognized by the Malaysian Book of Records.

As for our company, we will be the first one in Sabah under Sports Planet Sdn Bhd adapting franchising type of business. Franchising is a popular form of business involving the franchisor granting which means similar business has been duplicated via several company or own outlet in different location.

Sports Planet Kota Kinabalu situated in Jalan Kolombong that only takes a few minutes from the city. It is strategically located based on our undifferentiated target market which consists of students from Universiti Teknologi MARA (UiTM), Universiti Malaysia Sabah (UMS), the industrial workers and other related market.

To establish this company, Sports Planet Kota Kinabalu managers which are General Manager, Marketing Manager, Financial Manager, Operation Manager and Human Resource Manager have decided to came out with RM100,000 capital per person. We obtain our capital through our own savings. With the amount of RM500,000 we were able to purchase our assets for instance, mini gym equipment furniture and fixtures. As for the rest of our expenses, we adapt