



# UNIVERSITI TEKNOLOGI MARA

## ETR300 ENTREPRENEURSHIP

### BUSINESS PLAN GO-KART CIRCUIT RECREATION CENTRE

#### GROUP MEMBERS:

**AZILAH MOHAMAD**  
**2004252612**

**JANETTY ALOYSIUS**  
**2004252804**

**MIMI LISA SAPAR**  
**2004252829**

**SITI FAIRUZ A. GHANI**  
**2004252875**



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Within this three months given, this business plan which consists of 4 person under the guidance of Miss Habibun Nisa Mohamed Ikhmal, including the other lecturers who are involved in the ETR300 subject that have been working very hard to complete this business plan for the observation and references to the other ETR group.

To compile an complete and easy for people to understand about business plan in simple to be done; but here we have been given the golden opportunity to be able to experience ourselves on how the future entrepreneurs manage to analyze, arrange and correcting the information to prepare a quality business plan. This is important to the attention and to convince the panelist, especially the banking party and all the entrepreneurs who are interested in this business plan.

This business plan is a compulsory subject in achieving the objective of the ETR300 subject and to have a quality, logic successful and interesting business plan is not an easy thing to do. It involves the process of thinking, self-expense and the time from each person in this group. However, we had the chance to know and identify the strength and weaknesses of each member in this group and conscientious like this had helped is in achieving and agreement and cooperation. This is the main factor of our group in completing successfully this business plan because we have worked very hard and been through the ups and downs together.

Apart from that, we had the chance in communicating with the successful entrepreneurs who had given us full cooperation and advices in making this project a logical to be accepted among the entrepreneurs who interested in this business plan. Not forgetting to the other lecturers who have been our guidance and has encouraged us and criticize the mistakes that we have done.



## INTRODUCTION

### 1.1 NAME OF BUSINESS

Go-Kart Circuit Recreation Centre

### 1.2 TYPE OF BUSINESS

Partnership

### 1.3 INDUSTRY OVERVIEW

Sport Industries in Malaysia has never been really been a popular among Malaysian but it plays an important role in this country as it can bring Malaysia's name to the eyes of the world for example in Commonwealth Games and Olympic Games. It also can be a way for Malaysian to practice healthy lifestyles rather than wasting time doing wrongful activities such as illegal racing and so on.

Due to this fact, this proposal came up to fulfill the needs and requirement to the government as well as the entrepreneurs. This project is focusing on providing and offering the need of young Malaysians and also tourists. As we are giving the youths as well as the adults healthy activities to do during pastimes, we also gladly providing the foreigners the facilities as our country towards the *Visit Malaysia 2007* to promote the world to visit Malaysia. This way we can be proud of having enough recreation centers and also parks around Sabah for people in and out of Sabah to enjoy to with their family and friends.