



اَوْنِفُورْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP

ENT 300

KBA 111 5B

BUSINESS PLAN

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Chapter 1 Introduction

1.1 Introduction of The Business

Name of the business	: Ethlix Sport Centre Enterprise
Nature of business	: Sport Services
Industry profile	: Ethlix is a partnership business which has been founded in 2019 in Bandar Cassia, Pulau Pinang. Ethlix consist of 5 founder and will be launch in 2022. Ethlix is basically a sport centre which offer variety of sport services such as badminton and squash. There will also be a sport equipment store at the ground floor of our building. We also offer a hotel service for our visitor who want to stay at our sport centre.
Business location	: Bandar Cassia
Date of commencement	: year 2022
Factors in selecting the proposed business	: a) We want to provide enough facilities to all sport enthusiastic. This is because there is no sports arena at the area that we will be operating. Moreover, the people that doesn't have the sports equipment can play at our sports centre. b) Our intention is to provide opportunities to create new business. Our firm will be leasing out spaces for any interested businessman.
Future prospects of the business	: a) We want to open up a new branch in other city in next 10 year. Our future prospect for this business is to open up a new branch that can access people with sport facilities in other place.

b) We will offering new sport facilities. This is to satisfy our customers' needs as they can use the new facilities from us.

1.2 Purpose of Business Plan

1. It allowed the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner . The business plan can shows the entrepreneur the potential of the business and it can be a guideline for the business management.
2. The function of a business plan is to convince relevant parties of the investment potential of the project. Business plan provides information related to the operation, administration, marketing and financial condition of the business. Therefore, the potential investors can get the overall view of the business conducted.
3. The business plan helps the entrepreneur in terms of financial management of the project. This is because the entrepreneur have stated all the cost to operate the business. Therefore, he or she can manage the budget to financing the business.

1.3 Business Background

Name of the business	: Ethlix Sports Centre Entreprise
Business address	: Bandar Cassia, Batu Kawan
Correspondence address	: Bandar Cassia, Batu Kawan
Website address	: https://ethlixsportcentre.wixsite.com/ethlix
E-mail address	: ethlixsportscentre@gmail.com
Telephone number	: -
Fax number	: -
Form of business	: Partnership
Main activity	: Sport Services
Date of commencement	: 2022 year
Date of registration	: End year of 2020
Registration Number	: In Progress
Name of Bank	: -
Bank account number	: -

1.4 Partners Background

1.4.1 General Manager



Name : Nur Azlisha Farhana Binti Ahmad Zalizan

Identity Card Number

Permanent Address

Correspondence

Address

Email Address : nurazlishafarhana@gmail.com

Telephone Number

Date of Birth : 12/5/1999

Age : 20

Marital status : Single

Academic qualification : Diploma in Business Studies
(Expected Graduated in 2020)

Course attended : Business Administration

Skills :

Experience :

Capital contribution :

1.4.2 Administration Manager



Name : Nur Haswani binti Zakaria

Permanent Address

Correspondence

Address

Email Address : nurhaswaniii@gmail.com

Telephone Number

Date of Birth : 28/6/2019

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies
(Expected Graduated in 2020)

Course attended : Business Administration

Skills :

Experience :

Capital contribution :

1.4.3 Marketing Manager



Name : Nur Adibah Binti Mohd Fauzi

Identity Card Number

Permanent Address

Correspondence

Address

Email Address : adibahfauzi17@gmail.com

Date of Birth : 11/4/1999

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies
(Expected Graduated in 2020)

Course attended : Business Administration

Skills :

Experience :

Capital contribution :

1.4.4 Operation Manager



Name : Nur Afiqah Binti Ahmad Kamaruddin

Permanent Address

Correspondence

Address

Email Address : nurafiqahkmrudn@gmail.com

Telephone Number

Date of Birth : 15/07/1999

Age : 20

Marital status : Single

Academic qualification : Diploma in Business Studies
(Expected Graduated in 2020)

Course attended : Business Administration

Skills :

Experience :

Capital contribution :

1.4.5 Financial Manager



Name : Nur Afiqah Binti Mohd Nazri Nazar @ Azizan

Permanent Address

Correspondence

Address

Email Address : afiqahnazri99@gmail.com

Telephone Number

Date of Birth : 28/11/1999

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies
(Expected Graduated in 2020)

Course attended : Business Administration

Skills :

Experience :

Capital contribution :

1.5 Business Location

1.5.1 Factors influencing Choice of Business Location

Such information should include:

a) Price of premise/ cost of rental per month

The price of the land is affordable which is the main factor we choose this location. With the size of our building, the cost at RM 17 Billion is considered as affordable as in other areas it can reach till RM 40 Billion. So, this will reduce our cost.

b) Distance from the source of equipment

The distance from our mall with the supplier is not so far as Bandar Cassia has a lot of factories which are related to our business. The availability of this factory makes it easy for us to get our equipment and materials. It also will reduce our transportation cost and production cost.

c) Transportation facilities

In Bandar Cassia, there are a lot of transportation facilities that can connect our city with others. For example, there is Rapid Penang, Ferry and others. Due to a lot of transportation facilities, it will attract a lot of people to come to our city. This will increase our visitors. After that, the transportation for our materials is also easy to access as there are a lot of cargo and lorries in that area.

d) Distance from customers

In Bandar Cassia, the distance between us and customers is very near as our location is near to a housing area which is Eco Horizon and near to a mall which is Design Village Outlet. With this surrounding, it will make us near to the customer and customers also easy to access to our mall. This will increase our demand yet increase our revenue.

e) Basic amenities (electrical, water, telephone and internet facilities)

Basic amenities are available in our area because it is a developing city, a lot of facilities and amenities have been provided such as, water, electricity, telephone and internet. This will make our service more efficient and effective as all basic need have been provided. This will also make our operating go smoothly.

1.5.2 Office Location

Such information should include:

a) Physical location of the project

We Choose a land which is next to iconic landmark Ikea Penang and Design Village Outlet and easy to access by Second Penang bridge as our office and business location. Since this area is a developing area, it will attract more people and it also near to a lot of sources.



b) Building

Property Type : Center

Structure : 6-Stories building

Condition : In progress

Size : Land area = 470146 square feet

Built up = 144 meter

Cost of building : Rm 17 Billion



The visual of building

2.0 Organizational Plan

2.1 Introduction to the organization

2.1.1 Vision

To become a company that touch the heart of sportsperson throughout Asia by providing a multifunction sport centric mall which they can discover and enjoy the services provided.

2.1.2 Mission

1. To become a well-known sport services center for everyone without counting on gender, religion or races
2. To make sure that sports are accessible and affordable but not a privilege.
3. To ensure that services provided are updated and high quality in order to keep existing customer and attract more customers.
4. Create a healthy and friendly working environment
5. Ensure company ability to take initiatives, risk and do any possible innovate and re-invent in order to compete in the market

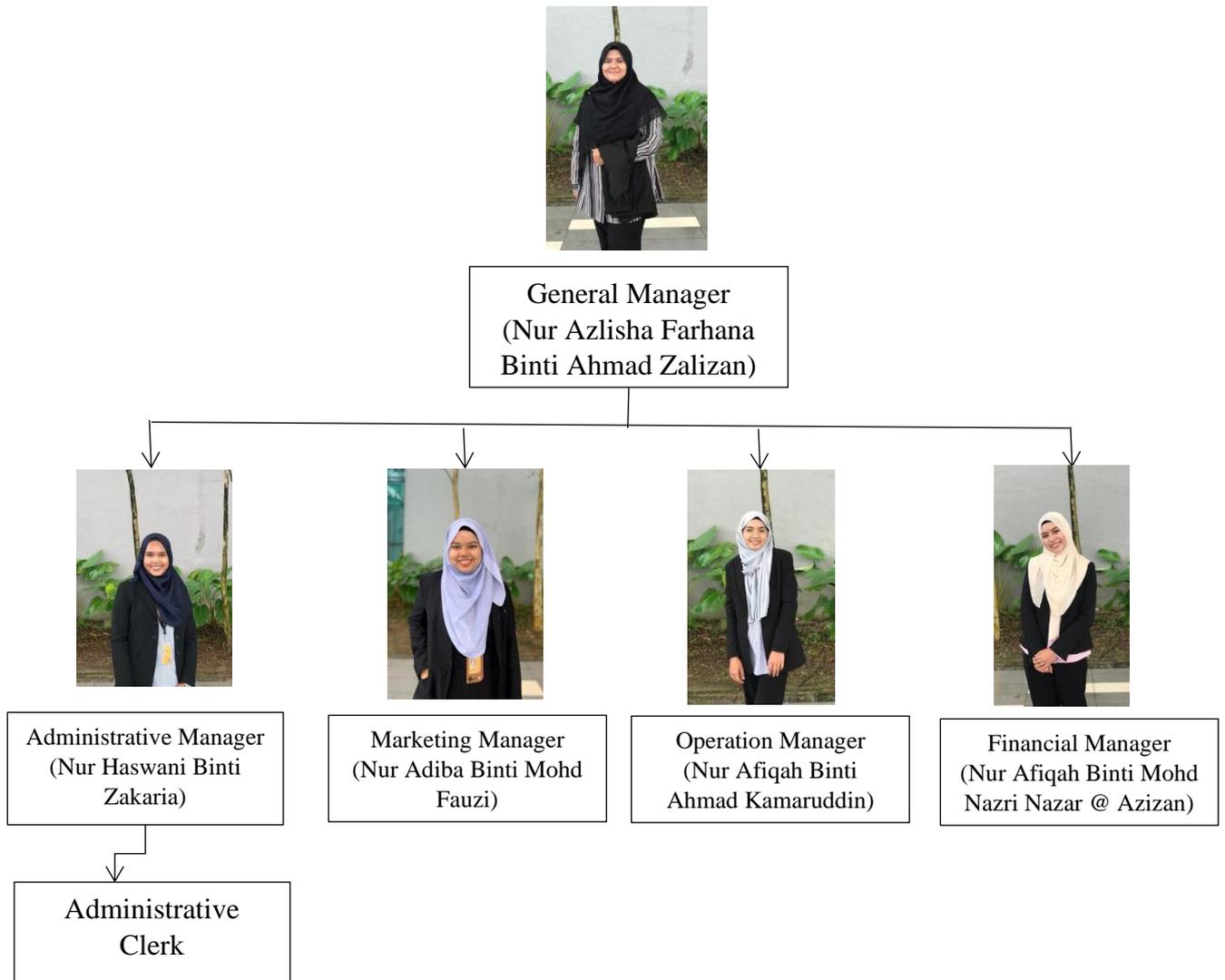
2.1.3 Logo & Description



Ethlix is the idea from the words Athletics and we simplify the words to be easy to remember. “E” is to describe the sport Enthusiastic. If we pronounce “ETHLIX” it is similar as we pronounce “ATHLET”. The black colour define the strength of this mall. It also make us look more strong to compete in sport industry. Next, the red colour of the word is to describe passion. It shows the passion of people towards sport. Lastly, there is “sport centre” word in the alphabet “X”. we want to shows that ethlix is a center that combine most facilities in one complex.

2.2 Organizational Structure

Figure 2.1 : Organizational Chart (Ethlix Sport Centre Enterprise)



2.3 Administrative Manpower Planning

Table 2.1 : Position and Number of Personnel

Position	Number of Personnel
General Manager	1
Administration Manager	1
Marketing Manager	1
Production Manager	1
Financial Manager	1
Administration Clerk	1
Total	6

2.4 Schedule of Tasks & Responsibilities

Table 2.2 Schedule of Tasks & Responsibilities

Position	Tasks & Responsibilities
General Manager	<ol style="list-style-type: none">1. To plan, implement and control the overall management of the business2. To plan and monitor the strategic progress of the business
Administration Manager	<ol style="list-style-type: none">1. Supervising operation of administrative department and staff member.2. Hiring, training and evaluating employees and take action correcting if necessary.
Marketing Manager	<ol style="list-style-type: none">1. Gather of market research and decide and control the quantity and quality of production.2. Prepare advertisement and promotion of company.
Production Manager	<ol style="list-style-type: none">1. Planning and organizing production schedules.2. Determining quality control standard.3. Estimating, negotiating and agreeing budgets and timescale with clients and manager.
Financial Manager	<ol style="list-style-type: none">1. Monitoring account, preparing activity report, and financial forecast.2. Investigate the ways to improve profitability and analyze market for business oppurtinity.
Administration Clerk	Handling guest and support the task from manager.

2.5 Schedule of Remuneration

Table 2.3 Schedule of Remuneration

Position	No	Monthly Salary (RM)	EPF Contribution (11%) (RM)	SOCSSO Contribution (1.75%) (RM)	Total (RM)
General Manager	1	10,000	1,100	175	11,275
Administration Manager	1	7,000	770	122.50	7,892.50
Marketing Manager	1	7,000	770	122.50	7,892.50
Operation Manager	1	7,000	770	122.50	7,892.50
Financial Manager	1	7,000	770	122.50	7,892.50
Administrative Clerk	1	4,000	440	70	4,510
TOTAL	6	42,000	4,620	735	47,355

2.6 Compensation and Benefits

BIL	COMPENSATION AND BENEFITS	DETAILS
1.	Salary EPF (11%) SOCSO (1.75%)	Working days: 30 days per month Working hour: 8 hours (business hour: 24 hours) (office hour: 8am-5pm) minimum salary: RM1,500 per month
2.	Maternity leave & Paternity leave	Maternity leave: 300 days during working period Paternity leave: 10 days during working period
3.	Public holidays	<ol style="list-style-type: none"> 1. National day (1 day) 2. The Yang di-Pertuan Agong's birthday (1 day) 3. The State Ruler's birthday (1 day) 4. Labour day (1 day) 5. Malaysia day(1 day)
4.	Annual leave	Less than 2 years: 8 days leave per year 2-5 years: 12 days per year More than 5 years:16 days per year
5.	Sick leave	Less than 2 years: 14 days per year 2-5 years: 18 days per year More than 5 years: 22 days per year
6.	Bonus	10% of salary for eid celebration 20% of salary for every end year
7.	Wage increment	More than 3 years: 2% every 6 month

2.7 List of Office Furniture & Fittings

Table 2.4 List of Office Furniture & Fittings

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Office desk	6	420	2,520
Office chair	13	210	2,730
Meeting table	1	384	384
Office file cabinet	7	299	2,094
Air conditioner	8	1,999	15,992
Lamp	60	29	1,740
Glass door	7	1,299	9,093
TOTAL			34,553

2.8 List of Office Equipment

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Computer	6	1,779	10,674
Fax Machine	1	1,781	1,781
Photo state machine	1	1,750	1,750
Printer	6	469	2,814
Cordless phone	6	179	1074
Smart glass door lock	1	599	599
TOTAL			18,692

2.9 Administrative Budget

Particulars	Fixed	Monthly	Other	Total
	Assets	Expenses	Expenses	Expenses
	(RM)	(RM)	(RM)	(RM)
Fixed Assets				
Office Furniture and fittings <i>(refer table)</i>	34,553	-	-	34,553
Office Equipment <i>(refer table)</i>	18,692	-	-	18,692
Vehicle (office use only)	90,000	-	-	90,000
Working Capital				
Remuneration <i>(refer table)</i>		47,355		47,355
Utilities		4,126,941.59		4,126,941.59
Stationaries		600		600
Land&Building Payment		141,666,666		141,666,666
Other Expenditure				
Course attended			21,000	21,000
Marketing expenditure			6,400	6,400
Operation expenditure			66,272	66,272
Pre-Operations				
Deposit (rent, utilities, etc.)			13,000	13,000
Business Registration & Licences			150,000	150,000
Insurance & Road Tax for vehicle			3,890.60	3,890.60
Other Pre-Operations Expenditure			10,649	10,649
Total	143,245	145,841,562.60	271,211.60	146,256,019.20

Chapter 3 Marketing Plan

3.0 Introduction to marketing

3.1 Marketing Objectives

1. To make the most creative marketing to attract to more people to love sport.
2. Make the training to all staff to make sure all the services that given to client will be memorable and make sure client to repeated.
3. Make the most condusive sport facilities to all client as our first marketing purpose.
4. Apply the right ethics while doing the marketing campaign.

Market Diversification:

Our service is new service that we offer various types of facilities for sports such as pool, gymnasium, bowling, squash, futsal and badminton court. Furthermore, we also provide kids area for the parents that have difficulties to spend their time to exercise due to commitment to their children. We also provide shopping centre that specialize for sport equipment such as Al-Ikhsan and Sport Direct. We will market our product at Bandar Cassia which is near to Penang iconic landmark, IKEA Batu Kawan and Design Village Outlet. Moreover, it is near to Penang second bridge that can make the potential customer easy to reach at our sport center.

3.2 Introduction to product or service

Our main service is specialize to sport enthusiast. We provide 6-storey of building that

consist different facilities at each level. For the underground floor, we provide free parking and ground floor provided shopping center that offer all the sport equipment needed by the sport enthusiast such as branded sport equipment which are Al-Ikhsan, Nike and Adidas. For the first floor,we facilitate kids area such as playground for the kids to play while waiting their parents exercising with the affordable fees. Additionally, people can buy healthy food at our cafeteria and physiotherapy center on the same floor. People can use the badminton and futsal court at the second floor. Furthermore, bowling and squash court are located on the third floor. The uniqueness in our sport center, we have hotel that can ease the people to check in after their tiring day on the fourth floor. Lastly, we offer swimming pool and gymnasium that can be access on indoor and outdoor of the fifth floor.

The proposed product/service	: Sport Services
Brand	: Ethlix Sport Center
Selling price	: RM34.29/person
Product/Service features	: Rent out the sport center
Product/Service benefits	: All access of sport equipment
Product/Service uniqueness	: We are not only provide the facilities but also provide place for sport enthusiast to purchase their equipment.
List of product or service (if appropriate)	: Playground- RM13/entrance Badminton - RM12/ entrance Futsal- RM60/ court Swimming pool- RM20/entrance Bowling- RM 8/game(10lanes) Hotel - RM 50/room (15rooms) Gymnasium- RM 5/entrance

Product Level:

1. Actual Product (consumer benefit) : the service provided can satisfy the customers needs by providing sport

- facilities.
2. Product (product experience) : the service provided can ease the customers to exercise at the same place.
 3. Extended Product (product related service) : hotel service is provided in our sport center.

3.3 Market area and business location

We will market our product at Bandar Cassia which is near to Penang iconic landmark, IKEA Batu Kawan and Design Village Outlet. Moreover, it is near to Penang second bridge that can make the potential customer easy to reach at our sport center.

3.4 Information collection and data of customers

The information collection and data of customers that we conducted is through an online questionnaire and distributed to a random 77 people. The informations gathered are gender, age, interest in sport, sport that the respondent involved, frequency of spending time for sport

and opinion about sport facilities. Furthermore, the other information is respondent give respond towards rent the facilities that provided.

Variables	Descriptive	Frequency	Percent (%)
Gender	Female	62	82.7
	Male	13	17.3
Age	Below 18	5	6.7
	19-40	66	88
	Above 40	4	5.3
Interest in sport	Yes	65	86.5
	No	2	2.7
	Not sure	8	10.8
The involvement in sport	Badminton	29	38.7
	Tennis & Squash	3	4
	Futsal	10	13.3
	Football	3	4
	Netball	24	32
	Track & field	23	30.7
	Others	35	46.7
Time spending in sport	Everyday	4	5.3
	Once in a week	19	25.3
	Once in a month	23	30.7
	Few days in a week	18	24
	None above	11	14.7

Opinion of sport facilities in Malaysia	Very good	9	12
	Good	34	45.3
	Fair	29	38.7
	Poor	3	4
Opinion of sport facilities mall	Great idea	70	93.2
	Bad idea	-	-
	Not sure	5	6.8
Benefits of sport facilities	Yes	59	78.7
	No	-	-
	not sure	16	21.3
Opinion in place decision to built the mall	Kuala Lumpur	10	13.3
	Selangor	8	10.7
	Penang	54	72
	Johor	3	4

3.5 Market Segmentation

1. Geography (district, state, country, climate) :

The place that we choose to start our business is Bandar Cassia, Batu Kawan. We choose Bandar Cassia because it is near to the iconic landmark which is IKEA Penang and Design Village Outlet. Furthermore, Batu Kawan is the place that can reach by Penang Second Bridge. So, the people can easily reach our sport center. Its also near the housing area which is Eco Horizon. So, the community can go and use our sport center.

2. Psychographic (status, preferences, hobbies, loyalty to product) :

Our sport center is near to the residence which is Eco Horizon. It is the place that the lifestyle of the residence is busy and hectic. Residence with busy lifestyle will need some time to rest and do some sport. They need new environment to release their stress. So, our sport center can release their stress by the residence can use our facilities such as gymnasium for a better day. Furthermore, the place also have the residence that love sport and can give opportunities to them to do sport in their leisure time.

3.6 Target Market

We determined our target market through the online questionnaires and the market segmentation that we had done. The information from the online questionnaire that we had conduct to a random 77 people. The informations gathered are gender, age, interest in sport, sport that the respondent involved, frequency of spending time for sport and opinion about sport facilities. Furthermore, the other information is respondent give respond towards rent the facilities that provided.

Our main target market is the residence in that area which is Bandar Cassia, Batu Kawan. We would like to provides sports facilities to them because currently there is no sports facilities in that particular area. Therefore, the residences can play sports despite having a busy lifestyle. Moreover, they need a new environment to release their stress so, Ethlix Sport Center is the perfect spot for it.

3.7 Market Size

Table 3.1 Market Size

Market Segment	Population	Target Market (%)	Target Market
Geographic/ Psychographic	300,000	70	210,000

Table 3.2 Market Size in RM

Market Segment	Target Market	Potential Purchase (RM)	Total Potential Purchase Monthly (RM)
----------------	---------------	----------------------------	--

Geographic/ Psychographic	210,000	240.03/week	(RM240.03x 4 weeks) x 210,000 = 201,625,200
TOTAL			201,625,200

Market size per year = RM 2,419,502,400

3.8 Competitors

3.8.1 Strength – Weakness Analysis of Competitors

Table 3.3 Competitor's Strengths & Weaknesses

Competitor	Strengths	Weaknesses
C&Y Sport Center	Established business because it is already operated for a long time.	This sport center only provide badminton court and cafeteria.
JesselBall Sport Center	It is located in highly demanded area.	It is not provide various sport facilities.

Fitness Pro Sport Center	It has more equipment provided because they are specialize the sport and have professional trainer for their customer.	It is far from Batu Kawan area. So, the people from Batu Kawan difficult to reach the sport center.
Ethlix Sport Center Enterprise	Most of the sport facilities are provided in the sport center and easy to access since it is located at iconic landmark which is IKEA and Design Village Outlet.	This sport center is new in market and does not have existing customer.

3.8.2 Analysis of Ethlix Sport Center Enterprise Opportunities & Threats

Table 3.4 Ethlix Sport Center Enterprise Opportunities & Threats

Opportunities	Threats
1. Our sport center provide various type of the sport facilities.	1. We are new in the market that we don't have existing customer. So, we need to do more marketing to attract them.
2. Our sport center is located at the strategic place where people can easily reach our sport center.	2. We need to spend more on expenditure than gaining profit due to our marketing activities.

3.9 Market Share

3.9.1 Market share before entry of Ethlix Sport Center Enterprise

Table 3.5 Market share before entrance

Competitors	Market Share (%)	Market Share/Yearly (RM)
C&Y Sport Centre	50	1,209,751,200
JesselBall Sport Centre	30	725,850,720
Fitness Pro Sport Center	20	483,900,480
TOTAL	100	2,419,502,400

3.9.2 Market share after entry of Ethlix Sport Center Enterprise

Table 3.6 Market share after entrance

Competitors	Market Share (%)	Loss of Market Share (%)	New Market Share (%)	Market Share/Yearly (RM)
C&Y Sport Centre	50	5	45	1,088,776,080
JesselBall Sport Centre	30	3	27	653,265,648
Fitness Pro Sport Center	20	2	18	435,510,432
Ethlix Sport Center Enterprise	-	-	10	241,950,240
TOTAL	100	10	100	2,419,502,400

3.10 Sales Forecast

Table 3.7 Sales forecast for three consecutive years

Sales Projection / Forecast		
Year	Month	Sales Collection (RM)
2022	3	141,137,640 (70%)
2022	4 PUASA	120,975,120(60%)
2022	5 RAYA	141,137,640 (70%)
2022	6	161,300,160 (80%)
2022	7 RAYA HAJI	181,462,680(90%)
2022	8 MERDEKA	221,787,720(110%)
2022	9 MALAYSIA DAY	221,787,720(110%)
2022	10	181,462,680(90%)
2022	11	181,462,680(90%)
2022	12 YEAR END SALE	282,275,280(140%)
2023	1 NEW YEAR SALE	302,437,800(150%)
2023	2 CHINESE LUNAR	282,275,280(140%)
2022	Total Year 1	2,419,502,400
2023	Total Year 2 (Increase by 2%)	2,467,892,448
2024	Total Year 3 (Increase by 3%)	2,541,929,221

Table 3.8 Cash Collection for Sales

Cash Collections for Sales	
In the month of sale	100%
TOTAL	100%

3.11 Marketing Strategy

3.11.1 Product or service strategy

- Our service is different from other because we provide a lot of facilities under one roof. We are consider as a unique sport center because other sport center usually have a specialize sport activity. Other than that, we also provide a good quality service for our customer by serve them as a queen and king.

3.11.2 Price Strategy

- For our price strategy we use competitor based pricing which means we compare our price with other similar business. This is because we want our price to be comparable with the market price.

3.11.3 Distribution Strategy

- We serve our customer directly. This is because we want to maintain our high quality services. We also provide personal training to our employees so that they will give a first class services to our customer.

3.11.4 Promotion Strategy

- Advertising is one of our promotion strategy which we rented a bill board, spread posters and banner. This method is use to attract more customer from many city and make sure our business are known by other. Other than that, we also use media social as our promotion strategy. This is one of the easiest method to reach the customer. By using the latest technology, we can spread our business effectively. For example, we use Instagram, Facebook and Website.

3.12 List of Furniture and Fittings

Table 3.12 Table of Furniture and Fittings

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Office desk	6	420	2,520
Office chair	13	210	2,730
Meeting table	1	384	384
Office file cabinet	7	299	2,094
Air conditioner	8	1,999	15,992
Lamp	60	29	1,740
TOTAL			25,460

3.13 List of Office Equipment

Table 3.13 Table of Office Equipment

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Computer	6	1,779	10,674
Fax Machine	1	1,781	1,781
Photo state machine	1	1,750	1,750
Printer	6	469	2,814
TOTAL			17,019

3.14 Marketing Budget

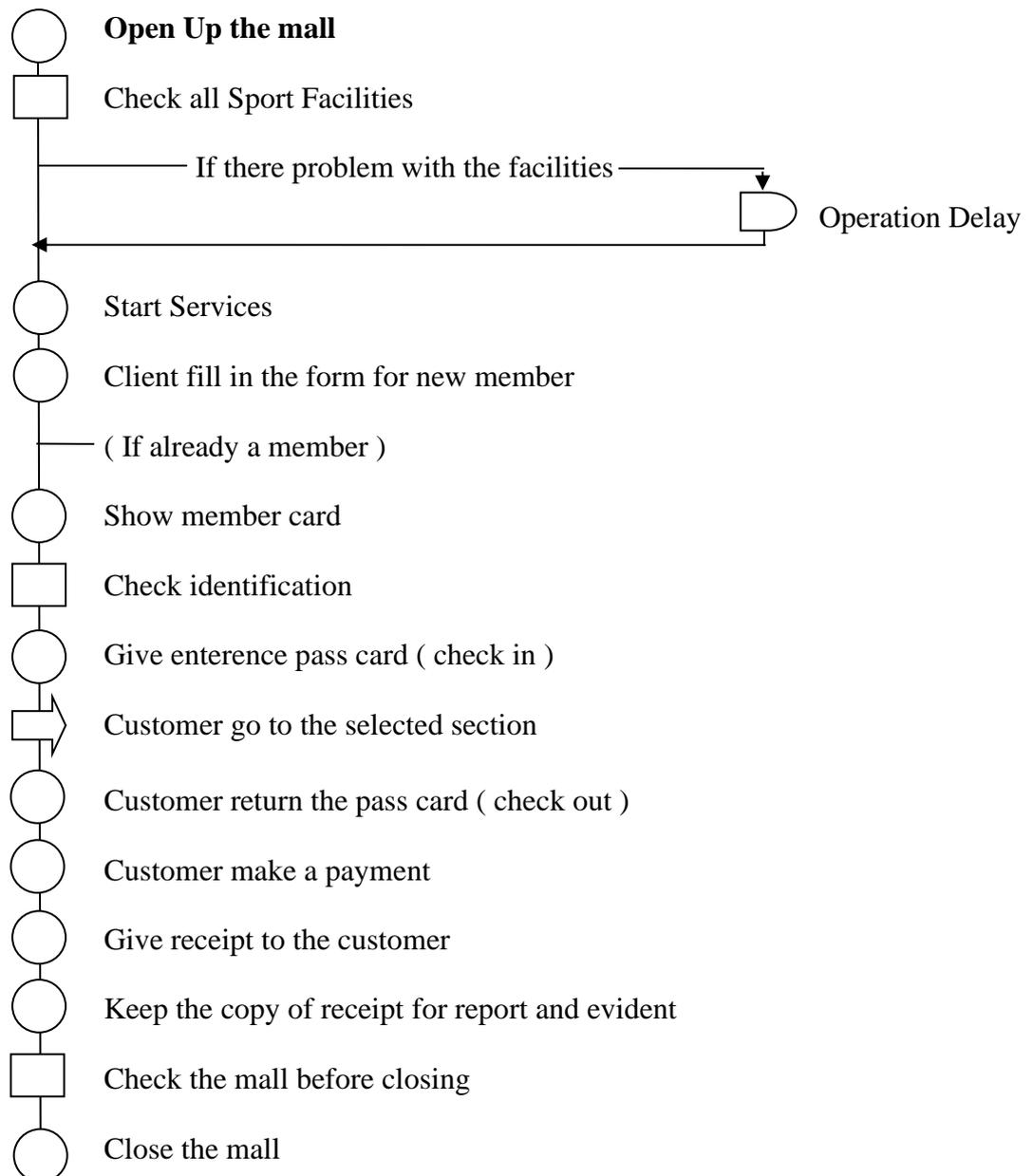
Particulars	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
Fixed Assets				
Office Furniture and fittings (<i>refer table</i>)	25,460			25,460
Office Equipment (<i>refer table</i>)	17,019			17,019
Working Capital				
Billboard		4250		4250
Travelling expenses		300		300
Office supplies		500		500
Stationaries		500		500
Other Expenditure				
Banner			200	200
Poster			150	150
Pre-Operations				
Booking fee (poster,banner)			500	500
Total	42,479	5550	850	48,879

Chapter 4 Operation Plan

4.0 Process Chart

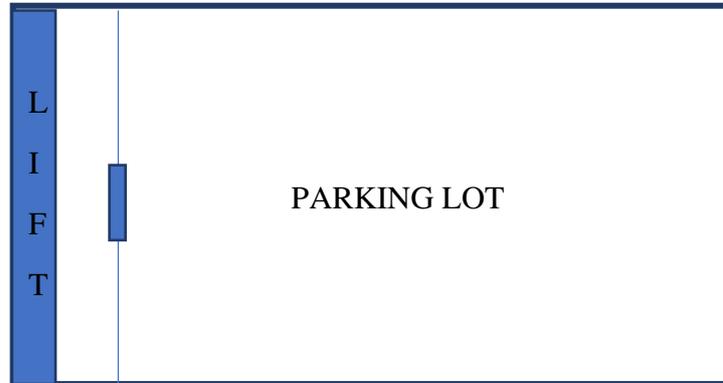
Table 4.1 Process Chart

Symbol	Types of activities	description
	Operation	Activities that modify, transform or give value to the input
	Transportation	Transport activities occurs when materials are transported from one point to another
	Inspection	Activities that measured standard of the in-process
	Delay	Used when in- process material is restrained in a location waiting
	Storage	Used when in-process materials or finished products are stored in the storage area



4.1 Operations Layout

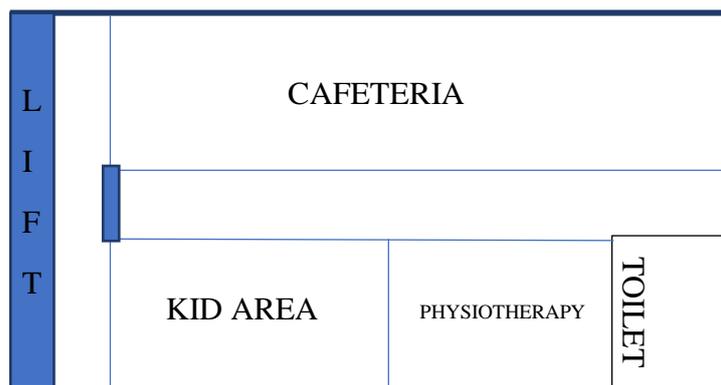
UNDERGROUND FLOOR



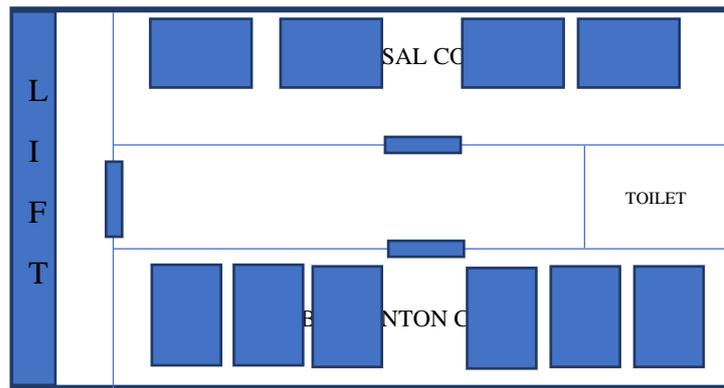
GROUND FLOOR



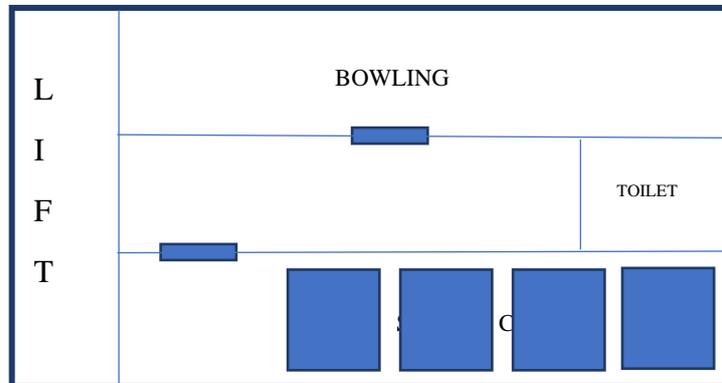
1ST FLOOR



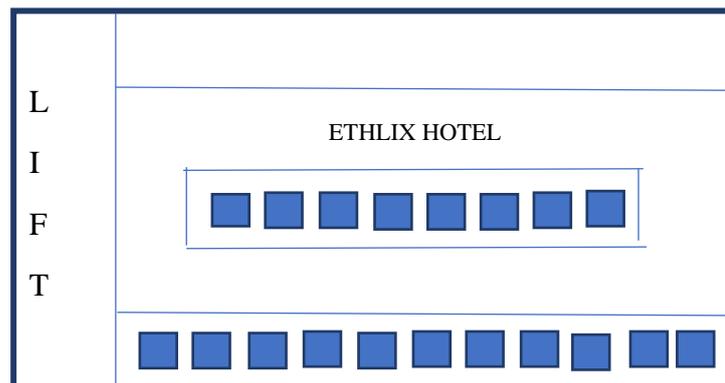
2ND FLOOR



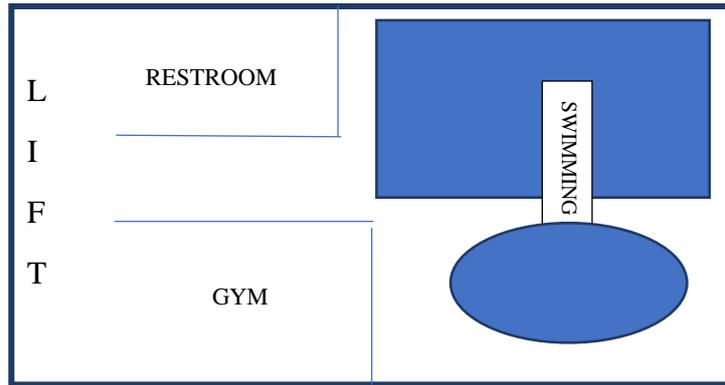
3RD FLOOR



4TH FLOOR



5TH FLOOR



4.2 Production Planning

4.3.1 Calculation for output per day

Average sales / month	: RM 201,625,200
Price / unit	: RM 240.03
No. of Output / month	: RM 201,625,200 / RM 240.03 = 840,000 units / month
Working days	: 30 days/4 weeks
No. of Output / day	: 840,000 / 30 days = <u>28,000 units/day</u>

4.3 Machine And Equipment Planning

Table 4.2 Machine and Equipment

Item	Quantity	Price per unit (RM)	Total cost (RM)
Goal	8	460.00	3680
Badminton net	6	10.00	60
treadmill	10	2188.00	21880
Upright Bike	8	1688.00	13504
Elliptical	6	359.00	2154
Rower	4	707.00	2828
Stepper	2	2288.00	4576
Workout Press	2	2568.00	5136
Yoga mat	8	16.00	128
Flat Weight Bench	6	221.00	1326
		TOTAL	55272

4.4 List Of Suppliers

Lists Of Machine	Function Of Machine	Suppliers	Address
Futsal Goal	To complete the futsal game	AFN Sport	Lot 10998, Jalan Sungai jati,4100 Klang, Selangor, Malaysia
Badminton net	To complete the badminton game		
Treadmills	A cardio machine on which you can walk,jog or run	Supply Gym Equipment	N0.38, Jalan Bayu Tinggi 1b/ks6, Bandar Bukit Tinggi 2, 41200 Klang, Selangor
Upright Bike	Exercise purpose which resembling bicycle		
Elliptical	Exercise machine use to simulate Stair climbing, walking or running		
Rower	Exercise that resembling rowing		
Stepper	Exercise machine to enhance foot muscle		
Workout Press	Exercise for workout purpose		
Yoga Mat	Used to prevent hand and feet slipping during practise		
Flat Weight Bench	Used for weight training		

4.5 Business and Operation Hour

4.5.1 Business Hour

Day	Time
Tuesday – Sunday	5.00 p.m. – 11.00 p.m
Monday	Close

Day	Time
Tuesday– Sunday	4.00 a.m. – 12.00 p.m
Monday	Close

4.6 License, Permits and Regulations

- General Licenses

General licences are licences that are required and shall be applicable once the investor has decided to start a business in Malaysia.

List of General licences, which may be applicable to any business, include:

- Company Registration
- Company and Employees Income Tax Registration
- Employees Provident Fund
- Social Security Organisation
- Human Resources Development Fund
- Business Premise Licenses and Signboard Licenses

Businesses in Malaysia are required to apply for business premise licenses and signboard licenses from the respective State Authorities. The requirements for the application may vary according to each local authority.

In general, the following documents are required for Business Premises License and Signboard License application. However, the list of documents for the application may vary according to each local state authority.:-

For Company

- (i) Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy;
- (ii) Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58) – 1 copy;
- (iii) Photos of your business premise (front and interior of premise);
- (iv) Any one Director's NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable);
- (vi) Photos showing location of signboard (if applicable).

For Limited Liability Partnership (LLP)

- (i) Certificate of Registration – 1 copy;
- (ii) e-SSM Business Profile – 1 copy;
- (iii) Photos of your business premise (front and interior of premise);
- (iv) Any one Partner's NRIC / Passport as stated in Business Profile – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable);
- (vi) Photos showing location of signboard (if applicable).

For Enterprise (Sole-proprietor / Partnership)

- (i) Certificate of Registration of Business (Form D) – 1 copy;
- (ii) e-SSM Business Profile – 1 copy;
- (iii) Photos of your business premise (front and interior of premise);
- (iv) Copy of any Business owner/Partner's NRIC as stated in Form 49 – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable);
- (vi) Photos showing location of signboard (if applicable).

● Activity- Specific Licenses

Activity-Specific licences are licences that regulate particular activity and could be applicable to one or more Industries or Sectors. This category of licence requires investor to comply with sets of specific guidelines designed to protect the interest of the citizen, employment, safety of workers, environment and general public.

Examples of Activity Specific Licences are:

- Certificate of Fitness for Certified Machinery
- Approval for Expatriate Post
- Approval to install/resite/alter Air Pollution Control Equipment (bag filter and chimney)
- Building Plan Approval
- Sales Tax Licence

The above information is a general guide towards making the initial steps, decision and planning for the intended business by potential investors and business owners.

4.7 Operations Overhead

No.	Overheads	Cost (RM)
1.	Repairs and maintenance	8000
2.	Utilities	10000
	TOTAL	18000

4.8 Operation Budget

Table 4.13 Operation Budget

Item	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Machinery and equipment	55272		
Vehicles	-		
Remuneration		-	
Raw Materials		-	
Utilities		10000	
Other expenditure:			
Road tax			-
Insurance			1000
TOTAL		RM 66272	

4.9 Implementation Schedule

Table 4.14 Implementation Schedule

Activities	Deadlines	Duration
Incorporation of business	Nov-Dec 2019	2
Application for permits & license	Nov 2019-Feb 2020	4
Searching of premise	Feb-April 2020	3
Renovation of premise	May 2020-Sept 2021	17
Procurement of machine and raw material	Oct - Dec 2021	3
Recruitment of labors	Jan 2022	1
Installation of machine	Feb-March 2022	2

6.0 Appendix

QUESTIONS

RESPONSES

77

SPORT FACILITIES MALL

Assalamualaikum, we are students of Business Administration from UiTM Cawangan Kedah would like to do a survey on our new business project which named "Sport Facilities Mall"

OBJECTIVE:

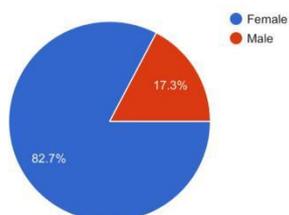
1. Provide a convenience mall for everyone
2. Minimize cost and time for the sport lovers
3. Encourage everyone to involve in sport

MALL DETAILS:

Underground floor - Parking
Ground floor - Shopping center (exp: Al-ikhshan and Sport Direct)
1st floor - kids area (playground) , physiotherapy center and cafeteria
2nd floor - futsal and badminton court
3rd floor - bowling and squash court
4th floor - hotel
5th floor - pool and gymnasium (outdoor & indoor)

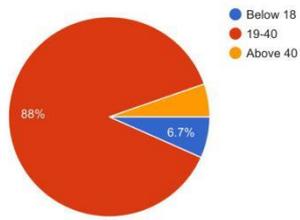
GENDER

75 responses



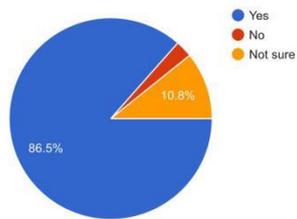
AGE

75 responses



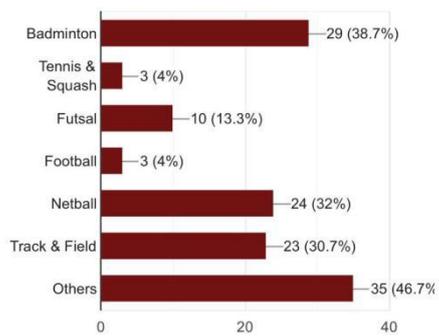
DO YOU HAVE INTEREST IN SPORT?

74 responses



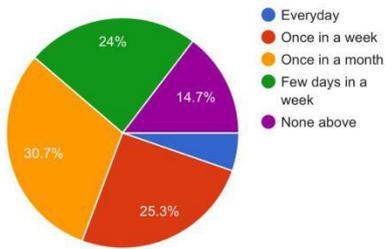
WHAT SPORT THAT YOU INVOLVED WITH?

75 responses



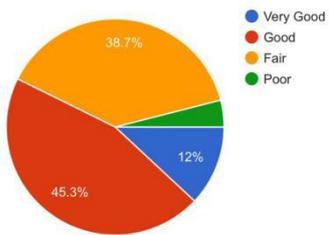
HOW OFTEN DO YOU SPEND YOUR TIME FOR SPORT?

75 responses



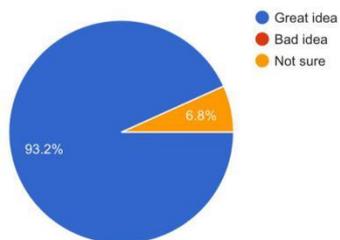
WHAT DO YOU THINK ABOUT SPORT FACILITIES IN MALAYSIA?

75 responses



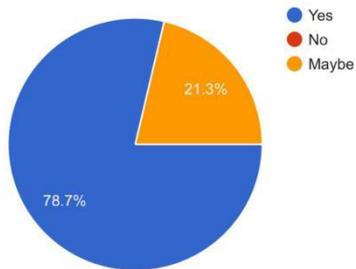
WHAT DO YOU THINK ABOUT SPORT FACILITIES MALL?

74 responses



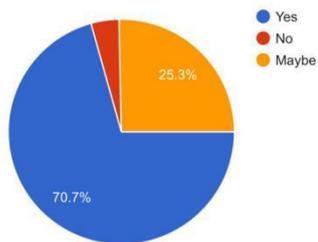
DO YOU THINK THAT
SPORT FACILITIES MALL
WILL BENEFITS YOU?

75 responses



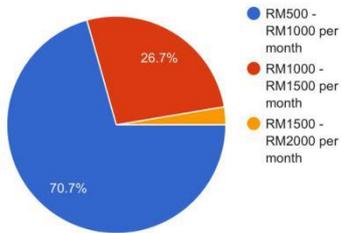
ARE YOU INTERESTED IF
WE DECIDED TO RENT A
BUSINESS LOT IN OUR
MALL?

75 responses



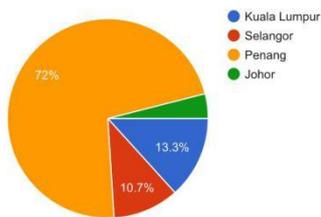
HOW MUCH DO YOU WILLING TO SPEND TO RENT OUT THE BUSINESS LOT?

75 responses



WHERE DO YOU WANT THE SPORT FACILITIES MALL TO BE BUILT

75 responses



QUESTIONS RESPONSES **77**

77 responses + ⋮

Accepting responses

SUMMARY INDIVIDUAL

EMAIL

54 responses