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**FUNDAMENTAL OF INTREPRENEURSHIP
ENT 300**

**ATHLETES REHABILITATION
(AR7)**

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There are a lot of challenges that we have to face but through these problem we manage to become more organized and matured in dealing with problems that occur during our research. This business plan covers organization, marketing, operational, and financial and other information needed by a new entrepreneur as a guideline to start up a business.

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EXECUTIVE SUMMARY

AR7 is a partnership company that is generally known as rehabilitation service in Kuching and Kota Samarahan. AR7 will be providing best quality of service to our customers. We are ready to make our customers be satisfied with the services provided.

Our company consists of seven members whereby all the members are giving their supports to the project. All the members contribute the same amount of capital.

The reason we chose rehabilitation service because due to a high demand from customers especially athletes around Kuching and Kota Samarahan. Another reason it is because of its strategic location, other than it is located near to the main road.

We will provide top quality of service to our clients. The process of operation has been explained in the operational plan.

In the future, we can upgrade our business to gain more customers. We strongly believe that there are still significant opportunities to further expand our business throughout Borneo in the next five years.

1.1 INTRODUCTION

1.1.1 Name of company

Name of our company is AR7 Berhad.

1.1.2 Nature of Business

Our business is to give service rehabilitation for injury people.

1.1.3 Industry Profile:

AR7 is a small start-up business where it is actively owned by partnership. AR7 will be providing the best quality of rehabilitation to the customers with a reasonable price and provide the customers with good service in every session. Now a day, the injury people can't get the efficient treatment for their injury. From this problem, we can make profitable time after time. Consequently, our customers have good recovery for their injury.

1.1.4 Location of business

Our rehabilitation centre is located at Tabuan Tranquility, No. 75, Jalan Canna, Tabuan Jaya, Sarawak, 93350 Kuching, Malaysia

1.1.5 Date of Commencement:

We will operate on the 1st January 2016

1.1.6 Factors Selecting the Proposed Business:

We decided to run this business because it is profitable, convincing, and good opportunity to expand our business.

1.1.7 Future Prospects of the business:

In the future, we can upgrade our business to gain more customers. We also strongly believe that there are still significant opportunities to further expand our business throughout Sarawak.