



**UNIVERSITI TEKNOLOGI MARA SARAWAK (UiTM)  
KOTA SAMARAHAN**

**FACULTY OF ARCHITECTURE, PLANNING & SURVEYING  
DIPLOMA IN QUANTITY SURVEYING**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)  
LASER RAIDERZ**

**PREPARED BY  
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## **SUBMISSION LETTER**

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Miss Noraini Binti Sa'ait  
Lecturer of Fundamental of Entrepreneurship (ENT 300)  
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94300 Kota Samarahan  
Sarawak.

Dear Miss,

### **Submission of Business Plan Proposal**

Referring to the matter above Laser Tag Trading, would like to submit the business plan for your analysis and reference.

2. Laser Tag Trading would start our business with partners and address as mentioned below. Details of partners are as follow:

1. Edhwan Haziq bin Abdul Razak
2. Mohd. Arif bin Sakki
3. Nurul Izzati Ahmad
4. Nurul Fakhriah binti Makri

## EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members. The members include general manager, marketing manager, operational manager, administrative manager and financial manager. The business capital is RM 250,000.00 where the contribution of each member is RM 30, 000 except for administrative manager and general manager which is Edhwan Haziq bin Abdul Razak, the contribution is RM60,000.

Laser Raiderz is a franchise of laser tag company which focus on providing the latest indoor leisure games which is laser tag. Our target market is the youths generation at Kota Samarahan area.

We had appointed Edhwan Haziq bin Abdul Razak as General Manager and Administrative manager, Nurul Izzati Ahmad as our Marketing Manager, Mohd. Arif bin Sakki as our Operational Manager and Nurul Fakhriah binti Makri as our Financial Manager.

General Manager is responsible in monitoring the whole department to ensure everything is going well and make the decision for the company whereas the Marketing Manager is responsible in creating the marketing plan. Other than creating the marketing plan, she also responsible to identify the target market, competitors, the size of the market trend and to forecast the future of the project.

As for the Operational Manager, he will be responsible to coordinate the operation management such as arranging the machine, equipments, raw materials and the workers for the operation. Operational Manager is also responsible to ensures that the business is able to produce the product according to the quantity that is being stated in the market plan.

Administrative Manager is responsible for all administrative activities such as arranging the schedule remuneration, organization charts and prepare the list of office equipment and supplies. Lastly, the Financial Manager holds the responsibility in handling all matters that is related In preparing the budget, income statement and control the cash flow of the business.

## **1.0 INTRODUCTION TO BUSINESS**

### **1.1 NAME OF COMPANY**

The name of our company is Laser Tag Trading. Our business is actually a franchisee of Laser Raiderz which is situated at City One Megamall, Kuching.

### **1.2 NATURE OF BUSINESS**

Our company is a franchise of 'Laser Raiderz' and are partnership form and owned by four bumiputera entrepreneur.

Our company had chosen to open another franchise of Laser Raiderz at Kota Samarahan to expand our business. Our company will provide an exciting new indoor leisure games in Sarawak with the newest and latest technology of laser tag in the world. This game is painless and very enjoyable for the youth and families.

Our company's location are situated at Kota Samarahan. This location is very strategic as Kota Samarahan is a large area with a large population of youth. In a nutshell, our company decided to provide a very exciting and latest indoor leisure game which is laser tag.