

# UNIVERSAL SPORTS CENTRE



**SPORT WE  
UNITED!**

**SUBMISSION LETTER**

ETR 300 students,  
Diploma in Public Administration  
MARA University of Technology,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak

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**Abang Yusuf Abang Spawi**

ETR 300 Lecturer,  
Universiti Teknologi Mara  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
SARAWAK

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Sir,

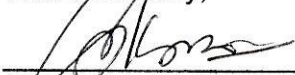
**RE: Submission of Business Plan**

As a representative of our company, "**Universal Sport Centre**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all five of us, ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever '**Universal Sport Centre**' became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, just to name a few, which we regard as the main ingredients to achieve success in order to overcome all forms of obstacles and risks, all of which we have learnt as we attempted this business plan.
3. Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us as much as you can in completing this business plan.

Thank you.

Yours faithfully,



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(WILSON JOHNNY JAEN)  
General Manager

- **EXECUTIVE SUMMARY**

The name of the company that we plan is Universal Sport Centre Sdn.Bhd. The business is in the form of partnership, which consists of five members. Each partner contributes certain amounts of cash as agreed in our agreement. Our **business activity** is selling sports equipment and becomes suppliers to all customers who wanted to buy sports outfits. Our business will be operating in Desa Ilmu.

All partners are entitled to participate in the business management. We have agreed that Wilson Johnny is the General Manager, Abdul Shamat is the Administration Manager, Beatrice Anchak is the Marketing Manager, Sharifah Shaneela is the Operational Manager and Dunstan Philip is the Financial Manager. The company will be totally own and manage by bumiputra. We will locate our company at Kota Samarahan. We make decision to locate it there because for us the place is very strategic. Now Kota Samarahan is full with university, teachers college, school, government department and village.

The **General Manager** is responsible in controlling, leading, organizing, and planning the entire business. The company is lead by the general manager that is Mr. Wilson Johnny. He is the owner and the main head of the company. He very interested with sport that he wiling to sacrifice his previous work to open a sport centre. The management will be lead by him and assisted by other four shareholders. The first member is the **Administration Manager**, who is responsible for the entire jobs related to office administration. The Administration

Manager is Mr. Abdul Shamat. Mr. Abdul Shamat has experience to manage a sport centre because he had been work with Sarawak Football Association. The second member is the **Marketing manager**, who is responsible in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies. Miss Beatrice Anchak. She is the Marketing Manager. She will be the one that promote the sport wear and equipment because she has the natural skill to speak with customer and a lot of public people. The third member is the one who controlled and monitor the operation of our business that is **Operation Manager**. Mrs. Sharifah Shaneela is the Operation Manager. She will be the one that manage the sports product that the company wants to sell. She has the power to monitor the product that will be produce or sell every day. The last member is the **Financial Manager**, who will take the responsibility in financial matter such as preparing budget and financial statement for each department expenses. Mr. Dunstan Philip is our Financial Manager. He will be the one that manage the financial of the company. He will be monitor and control the expenditure that been used by the company. Every profit that been gain will be written in the company profit account. The expenditure and loss will be written in the expenditure account.

## **1.1 INTRODUCTION TO ADMINISTRATION PLAN**

Administrator is one of the vital position in a company where setting up a business that concerns with the matter of resource and determine the process and achieving organization goals. In every company there is an administrator who looks into the process of management to ensure that it runs efficiently.

The viewpoint of the customer towards the layout and management of the company lay on the shoulder of the administration. In addition, the administrator must be able to communicate and cooperate with other organizations to ensure more benefits to the company.

The mission and vision of a company are set by the administration. The administration also ensures that every resource is given out to every department fairly based on their needs.

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