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**ETR300  
BASIC ENTREPRENEURSHIP**

## **LET'S PLAY INDOOR FUTSAL CENTER**



### **DIPLOMA IN CIVIL ENGINEERING**

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## **1.1 INTRODUCTION OF A BUSINESS**

The Let' Play Indoor Sport Center will be full-service multi sport complex situated at Star Parade building, Jalan Teluk Wan Jah, district of Bandaraya Alor Star. There are currently no other sports facilities like this one anywhere in the Bandaraya Alor Star. This business plan will be used to define the scope of our services, as well as a mean of gaining the necessary investment to open the facility. It will also be used on a continual basis in the evaluation of the Let's Play Indoor Sport Center mission, goals and objectives.

The key to success for the Let's Play Indoor Sport Center are our ability to market effectively, creating an unmatched "cool" atmosphere where people will like to be, and hiring qualified/certified and knowledgeable to aid in the running of our programs and leagues.

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