



UNIVERSITI TEKNOLOGI MARA SARAWAK

## **X-TREC PARK Co.**

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15<sup>th</sup> October 2009

Dear Miss,

### **SUBMISSION OF BUSINESS PLAN**

As mentioned above, we hereby present our business plan of 'X-TREC PARK' for viewing and grading.

2. First of all, we want to thank you for paying attention, guiding, and cooperating with us far by allowing this business plan become completed. It is insufficient to express our words of great thanks for all the knowledge that you have given to us as well as your continuous effort in assisting us as much as you can in orders to completing this business plan.

3. Besides, we also want to thanks to UiTM management team for giving us a change to learn about this course. This course has given us a clear picture on the fundamental of starting a business. Along the completing process of this business plan, we have gain many experience and the experience is very helpful if ever "X-TREC PARK" become a reality. We realize that it is not easy to become an entrepreneur.

Thank you.

Your faithful,



(JAMES LIMBAI AK SUAT)  
General Manager

## 1.2 EXECUTIVE SUMMARY

Our recreation park is called "X-TREC PARK" as what has been decided by the shareholders. The business is formed under the Business Registration Act 1956 (Amendment 1978) and the Procedures of Business Registration 1957 where we form a partnership which consists of 5 shareholders. There are James Limbai Ak Suat, Rusmi Binti Asi, Vivian Rina Ak Jubang, Nelly Binti Roni, and Magdellina Walefred. The company is commencing on the 1<sup>st</sup> January 2010 and it is located at the Serian area of Kuching, Sarawak.

In our business management, each of the shareholders should have the responsible and entitled to participate in the business management. Their titles are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This is important to being successful entrepreneurs apart from minimizing the profit earning and always keep on being in the market. In order to achieve a successful business, we are really concerned of our service quality as well.

After a brief discussion, we had decided that James Limbai Ak Suat is our General Manager, Rusmi Binti Asi as an Administration manager, Vivian Rina Ak Jubang as a Marketing Manager, Nelly Binti Roni as an Operational manager, and Magdellina Walefred as our Financial manager. The General Manager is responsible for planning, organizing, controlling, leading, and directing the entire business for X-TREC PARK. He is a creative and talented person. She also a person who with a great vision that alert and looks for opportunity there are and thinks outside the box by being creative and innovative. With various working experience in her hand as a young entrepreneur, he always work hard and giving up is not an option for her.

Next is the Marketing Manager who holds the key of attracting customer to and expand our extreme recreation park. The marketing manager is responsible in preparing the marketing plan which includes market target, determined market size, determining our market share, identify our market competitor and also developing sales forecast as well as our marketing strategies. She is a person who is very skilled in public relation where the art of persuading is her specialty. Identifying the customer wants and need is no problem for her.

Our Operational Manager is responsible to control and monitor the operation of our business. She is a very strict and always concerned of quality when doing her work. Experience as the Operation Manager of Ranchan Recreational Centre really teach her

## 1.4 INTRODUCTION

### **Name of the company:**

The name of our company is X-TREC PARK which was decided after a brief discussion between the shareholders. The name of our company is very direct to show our main expertise and what we are specializing in. Since Sarawak is rich with jungle and mountain, we choose to use X-TREC PARK represent extreme activities in our company's name to promote Sarawak through extreme recreation park in the purpose of tourism apart from market our company name in order to attracting our customer to come to our extreme recreation park.

### **Nature of business:**

We have chosen to be in the sport industry and our main expertise is on extreme activities mainly to service extreme sport and recreation. The partnerships of our company consist of 5 persons who is also work in the company. All of them are entitled to participate in the business management. By participated all the partnership in the business management we will be able to share ideas together to increase the quality of our services apart from minimize the profit earning.

### **Industry profile:**

Our business is a partnership form of business and wholly owned by four Bumiputera entrepreneurs. With all the knowledge and skills that we have in business management and outdoor recreation, we promise to provide the best quality of service to our customers. Furthermore, we help to reduce the burden of those who are busy with their work. In other words, our company is the place to release their tension, relax and forget their pressure in work place.

### **Location of the business:**

Our X-TREC PARK is located at Serian area where it is situated in the Jalan Kg. Ampangan. The location is very strategic as it is surrounded by the housing area and estate that never stop developing. It also closed to the main road so there is a big possibility that it will be seen by passersby. Besides that, parking lots are available in front of the entrances so there will be no problem for the customers to get parking during peak hours and the place is away from the busy traffic.