

**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

**DIPLOMA IN CIVIL ENGINEERING
ENTREPRENEURSHIP BUSINESS PLAN**

(ETR 300)

STAR BOWL

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1.1 INTRODUCTION.

As we know, Malaysia nowadays is developing much further than other country in South East Asia (ASEAN). After the economic recovery, the development process keep increasing and it proves that we are getting and heading towards a much organized and developed country. Regarding the government encouragement for the Bumiputera's entrepreneur to participate to this arena, we must to take this oppurtunity to explore and join venture these business world.

STAR BOWL ENTERPRISE will be launched at the end of this year around 30 Disember 2002. the location we choose is at Star Parade Shopping Complex because of it strategic location, the market size is bigger and it situated at the public area and easy to go there.

We will running a bowling centre named as **STAR BOWL**. From our research, this type of business have it's own potential to be the major indoor games soon. Our target is to gives the people around us to come to play this games and enjoying thi s fascinating and marvelous games.

Beside that, we also would to take the oppurnity to made the top and quality bowlers for our Country by trained the youth that interested this games. Finally, our main target is to expose this games to the public and let it being recognise by theme whoever they are. We have thi sbusiness will be run succesfully without any majors barriers especially in this unstable economic condition.

1.4 BUSINESS BACKGROUND:

Business name : STAR BOWL
 Business Address : F998, 5th Floor, Star Parade Shopping
 Complex,
 Jalan Teluk Wan Jah,
 05200, Alor Setar,
 Kedah Darul Aman.
 Correspondence address : As written above
 Telephone Number : 04 – 7335555
 Fax Number : 604 – 7336666
 Business Type : Enterprise
 Business Activities : Bowling services
 Operation Date : 01 – 01 – 2003
 Registration Date : In process
 Paid Up Capital :
 Partner's Capital Contribution : As table below

NAME	I/C NUMBER	PAID UP CAPITAL (RM)
MOHD AFENDY BIN AB LATIF	811223 – 03 – 5585	241185
MOHD MASRIZAL BIN MOHD ZIN	810220 – 09 – 5051	211185
JEFRIMAZUAN BIN HASNAN	811104 – 03 – 5849	211185
MOHD FADZRI BIN AWANG	810111 – 06 – 5857	211185
WAN IMRAN SANI BIN WAN AB MALEK	811014 – 03 – 5095	211185
TOTAL		1085925

Name of Bank : Multi Purpose Bank

Type of Account : Current Account.