



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

AQUA SPLASH SWIMMING CENTRE

PREPARED BY:

ASWAN BIN ALIMUDIN	2008764959
EKA SUPRIYADI BIN RASIDI	2008797117
MOHAMMAD AZWAD BIN KAMARUDIN	2008521245
MOHD ISMAIL BIN AMRAN	2008545543
HAIRIYAH BT MOHAMMAD	2008398717

DIPLOMA IN SPORT SCIENCE (SR110)

APRIL 2011



Surat Kami : 100-UiTMKS (HEA. 30/7)

Tarikh : 21 Januari 2011

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2008545543	MOHD ISMAIL BIN AMRAN
2.	2008764959	ASWAN BIN ALIMUDIN
3.	2008797117	EKA SUPRIYADI BIN RASIDI
4.	2008521245	MOHAMAD AZWAD BIN KAMARUDIN
5.	2008398717	HAIRIYAH BINTI MOHAMMAD

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengajian Sukan** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Cik Norashikin Nazer** ditalian **0138213125** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU PERUSAHA BERBAKTI"

Sekian.

Yang benar


ATIKAWATI AHMAD RAZALI
Penciong Pendaftar
Bahagian Hal Ehwal Akademik
bp Pengarah Kampus

BUSINESS PLAN CONTENT

NO	ITEM	PAGE NUMBER
1	Letter of transmittal	
2	General manager	1
3	Executive summary	2
4	Introduction	3
4	Purpose of business plan	4
5	Partnership agreement	5-7
6	Company background	8
7	Company's name and logo	9
8	Partner's background	10-14
9	Location project	15-16
10	Marketing plan	17
	i. Introduction	18
	ii. Marketing objectives	19
	iii. Product or service	20
	iv. Target market	21
	v. Market size	22-23
	vi. Market share	24-25
	vii. Sales forecast	26
	viii. Marketing strategy	
	➤ Service strategy	
	➤ Pricing strategy	
	➤ Placing strategy	
	➤ Promotion strategy	27-28
	ix. Marketing budget	29
11	Operation plan	30
	I. Introduction	31
	II. Operational objectives	32
	III. Operation manager function	33

EXECUTIVE SUMMARY

First of all, we would like to thank all people who have helped and inspired us during our project of entrepreneurship (ETR) business plan.

We especially want to thank our profound appreciation, Miss Nurashikin bt Nazer Mohd, our lecture for her support and guidance throughout our work. Her perpetual energy and enthusiasm had motivated us.

In addition, she was always accessible and willing to help her students with their project. As a result, our project becomes smooth and rewarding for all of us. We would also like to thank our colleagues in preparing this project until done. Without them, this project could not be completed in a timely manner. The quality and commitment of their work I sincerely look forward.

We also take this opportunity to express our gratitude to anyone who is directly involved in this project or indirectly as part of the telecoms, SAT, EPF, the department of statistics of Sarawak, SOCSO, SESCO, Kuching water department, and many more.

Finally, thanks also to our families for their continued support and we hope our colleagues and us will gain experience and take advantage of this course work for success in the future.

INTRODUCTION

We, AQUA SPLASH SWIMMING CENTER, No 23, Jalan Crookshank, 93000, Kuching Sarawak provide services of swimming in our facilities to the public. At present, people are increasingly emphasizing their health. In accordance with the facilities we provide, we invite the public come to our pool.

Swimming is one of the beneficial activities that can improve your health, especially in terms of respiratory endurance and muscle. Additionally, swimming can also be a hobby in free time on weekends for families who want to make family relationships become closer as well as create personal health.

We, AQUA SPLASH provide facilities such as swimming pools who divide the men and women and especially for children and those variations disabilities (PWDs). In addition, we also provide extensive locker room, changing room, café & shop, guard booth (lifeguard), covered seating and car park.

In addition to providing a swim, we also hold swimming classes for anyone interested regardless of age. Our swimming classes are guidance by one of our own officers who are qualified in outdoor activities. He has a license in swimming and has represented the state in swimming (SUKMA).

We, AQUA SPLASH, see this field has a bright future if properly managed. People should always take care of themselves not only by exercising or going to the gym but also come to diversify the pool of physical activity to avoid boredom in leisure activities. AQUA SPLASH sees this is the best way to go in this business by taking advantage of what people need.