



**UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF INFORMATION MANAGEMENT**

Diploma in Information Management
(IM110)

Fundamental of Entrepreneurship
(ENT 300)

Business Plan:
Ultimate Futsal Mania

Prepared By

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Diploma in Information Management

March 2013

SUBMISSION LETTER

ETR 300 Students,
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Sir AbangSulaiman Bin AbangSalleh
ETR 300 Lectures,
University Teknologi MARA Sarawak,
JalanMeranek
94300 Kota Samarahan,
Sarawak,

1 January 2013

Sir,

Re: Submission of Business Plan

As a representative of our company, Ultimate Futsal Mania, I as General Manager for this company would like to submit our business plan for your evaluation and further action. This business plan is the requirement of ETR course and it is compulsory for all students to complete this task on time. We feel very gratefully because our team had completed this task with your advice and guidance that you give to us.

Executive Summary

The name of our company is Ultimate Futsalmania Centre. Our business is partnership which consists of 5 members where each partner contributes certain amount of capital as agreed in agreement. The main activity of our business is providing services to customer to fulfil their need. What make our Futsal is unique and special is we provide services that never been done by other Futsal such as online booking services, rental services, suggestions box and many more.

There are no sleeping partner and all entitled to participate in the business management. We agreed that Wan Mohammad Nazuan Bin Wan Nazri as the general manager and AzizulBasirlona Bin Razali as executive Administration manager, MohdAizat Bin Ajis as executive Marketing manager, MohdHisyammuddin Bin Seruji as operation manager and Nur Salam Bin Affandi as financial manager.

The management team will be led by the general manager and will be assisted by other executives. The general manager responsible in planning, leading, controlling and organizing the business. The administration manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages, and administration manager also take the responsibility as a human resource executive. The operation manager is responsible to entire job that related to the operation and will supervise and coordinate the operation of the business. The marketing manager will be responsible to create the marketing plan, identifying the customer's need and demand, identify who are the competitors, target market, market size and the forecast the future market. Lastly, the financial manager will handle the financial matter such as preparing the budget and financial statements for expenses for each department and controlling the flow money of the organization.

Loan Application

1.1 Introduction to business plan

Ultimate Futsal Mania is a partnership business venture in sports which is specific on Futsal or known as Football sports. Our Futsal business will give different services to the community such as rental services, online booking services, FIFA field and other else. Our target audience for this business are students where it can be school or University students, kids, villagers, women and tourists. The location of our company is located at Kampung Petrajaya.

Therefore the business is in the form of partnership and consists of five shareholders. The shareholders are general manager, administration, marketing, operation and organizational manager. All the shareholders have agreed as stated in agreement letter which the amount of capital, profit, and loss will be divided as stated ratio. We choose this kind of business because it shows the equality and no one will discriminate as the profits and losses are equally divided in the end of accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always share ideas and knowledge in order to make our business more efficient and to gain profit and achieve high productivity from time to time.

FUTSALMANIA CENTRE
KUCHING, SARAWAK

1.2 Name of Company

Our company name is Ultimate FutsalMania Centre. Each of these words has its own meaning. Ultimate means that the best, the higher and the achievable. For the word of Mania it means the activity, or events that make people obsessed, this is because we believe that teenagers nowadays are more addicted to Futsal rather than other sport activities. Therefore we want to make our Futsal the center of their hobby.

1.6 Business Plan Purpose

Business plan is prepared by Ultimate Futsal Mania with a particular purpose in mind has been stated clear, concise, and coherent manner as the following:

1. as a guideline for managing the purposed business venture.

- We prepared this business plan is to ensure our business will operate smoothly and effectively based on the processes and strategies that created without any problem. By doing business plan it will easy for us to evaluate how efficient we have implement and operate the business.

2.To study and evaluate the feasibility of the business:

3. To view and evaluate the purposed business venture in objective, critical and practical manner.

- The collapse of the business ventures can be attribute to the decisions and planning of the entrepreneurs who rely more on emotion rather than objectives and rational considerations. By doing business plan, the entrepreneur has solid and well-grounded information to supplement the planning and decision making process.

4. To increase the profit and to allocate business resources effectively.

- By preparing business plan before start the business we can know the details about the budget and the way to utilize it, is clearly identified. The effective and efficient management of cost will decrease the cost and at the same time increase the profit. Through the business plan, the budget is preferred to be utilized only for related expenses and the unrelated expenses must be avoided to reduce the costs of operation.

5. Opportunity for entrepreneur to assess the business venture objectively, critically and practically.