



اوتورستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

SPORTY SPORT CENTRE(SSC)

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

SEMESTER : 4

PROJECT TITLE : SPORTY SPORT CENTRE

GROUP MEMBERS :

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PREPARED FOR:

LECTURER'S NAME : MADAM SITI MARDINAH BINTI HAJI ABDUL HAMID

SUBMISSION DATE : 8TH MAY 2018

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SUBMISSION LETTER

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94300, Sarawak.

Dear Madam,

RE: Submission of the Business Plan

As mentioned above, our partnership business has completed our project successfully on time and this booklet has been submitted for further evaluation and review as required in completing the ENT300 course.

EXECUTIVE SUMMARY

Sporty Sport Centre is our company's name which provides equipment and attires for sport, shirt-printing, as well as wellness session for the society. Our company wants to introduce a healthier lifestyle to the community by promoting the products and services.

Our business is in the form of partnership, consisting of 5 members. It will be fully operating on 1st January 2018, and it takes place nearby Aiman Mall. Our business members are entitled to take part in the business management. We are agreed to appoint each of the members as stated below :

NAME	DESIGNATION
WENCESLAUS ANAK ABAS	GENERAL MANAGER
BORNICA BERMAS ANAK LAMADA	FINANCIAL MANAGER
VANNESSA DIANA TUNGA ANAK VINCENT	ADMINISTRATIVE MANAGER
SHARMILLA ETHYA ANAK WILLIE	MARKETING MANAGER
KELVIN WATSON ANAK ALI	OPERATIONAL MANAGER

1.1 INTRODUCTION OF BUSINESS PLAN

NAME OF THE BUSINESS

Our company's name is SPORTY Sport Centre which is clearly state the nature of our business. We choose this name because we provide sport wear, and sport equipment to the customers especially the residents in Kota Samarahan.

NATURE OF BUSINESS

Our nature of business is related to sport. As we know, sport involves physical activities which to ensure one's body is healthy and fit. We set up this business because we want to promote healthiness and encourage more people to be healthy by purchasing the items in our store.

INDUSTRY PROFILE

Sports industry is a group of business organizations which produces sport products and services where the main objective is profit making. Pitts and Stotlar (2007) observed that the world of sport is growing rapidly. This growth is reflected not only in the introduction of many new sports but also in the increasing number of opportunities to participate in sports and activities, an upsurge in the number and variety of sport-related publications and social media platforms, enhanced mass media exposure and source publicity of sporting activities, growth in the number and types of sport facilities and events, increased interest in sport tourism and adventure travel, and the provision of sport-related goods and services for a greater variety of market segments. By promoting our business, we can promote the sport industry as well as boosting the economy's development. Our business are solely providing sport products, and health counselling services to our customers.