



UNIVERSITI TEKNOLOGI MARA SARAWAK

“GREEN HEART SPORT CENTRE”

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May God bless us and million thank from Green Heart Sport Centre team.



## **1.0 GENERAL MANAGER**

### **1.1 EXECUTIVE SUMMARY**

The name of our company is Green Heart Sport Centre. The business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is providing the service throughout facilities and equipment as well as the expert trainers to the customer. We do provide the futsal court, badminton court and gym which facilitate by the instructor. The customer will be able assist by the instructor if they are not clear with uses of equipment and the rule of the sport centre. Besides that, our company also provides the mini shop and sport accessories shop to the customers. Our business operation is at 10am-11pm everyday. Our business will be close during public holiday and festival season.

There are no sleeping partners and all are entitled to participate in the business management. We are agreed that Sonia anak Jimmy as the General Manager, Denica anak Dominic Ahoi as the Administration Manager, Kenny Sigat anak Iba as the Operational Manager, Benedict Russell anak Robert Asai as the Marketing Manager, and Oldrige anak Ripat Eric as the Financial Manger. The selection of General Manager is based on agreement among all the partners and elected is based on the capability, expertise, and experience.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible to planning, organizing, leading and controlling the business process. Meanwhile, the Administration is responsible to control the job that related to the administration likes planning and arranging the remuneration schedule of salary and wages of the workers. The Operational Manager is accountable to the entire jobs that related to the operation as well as supervise and coordinate the operation of the business. The Marketing Manager will responsible to construct a marketing plan, identifying the customer's demand as well as the competitors. Besides that, he also responsible to identifying the target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement of each departments and controlling the flow of the money of the organization.



## **1.5 INTRODUCTION TO BUSINESS PLAN**

The main activity is providing the quality service and expert trainers to the customers. The quality service refers to the quality facilities and equipment. Meanwhile, the quality trainers refers to the expertise trainers which selected based on their skills, knowledge and ability to train the customers who deal with our company. Our company does provide the futsal court, badminton court and gym to the customers.

The business is in form of partnership which consists of five shareholders. All shareholders have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We have agreed to choose this type of business entity as for the entire shareholder will gain their profit and losses accordingly to their ratio. Furthermore, this form of business entity will promote the entire shareholder to capitalize on their productivity to increase the profit and will work efficiently to avoid losses.

### **1.5(1) NAME OF THE COMPANY**

The name of our company is Green Heart Sport Centre. We choose this name because it represent our business that concern of environment and community health. The word GREEN is seen as tranquil and refreshing as well as colour of life and nature. Besides that, it shows the relaxing mentally as well as physically. The word HEART refers to helps alleviates depression, nervousness and anxiety.

We want to provide the quality service and expertise trainers to the customers. On the other hand, we will provide the member card to the customers which only pay RM20.00 per year. With the member card we will give the 10% discount to the members.