



MIMA GAME CORNER

BUSINESS PLAN

Faculty : FACULTI OF BUSINESS MANAGEMENT
Program : BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) HUMAN
RESOURCE MANAGEMENT
Program Code : BM243
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT530 (NBH6B)
Semester : 2017
Group Name : MIMA GROUP
Group Members : 1. MOHD IZWAN BIN AWANG SULONG
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Submitted to
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EXECUTIVE SUMMARY

MIMA Game Corner expects to launch in June 2018 and will offer game playing facilities initially in Shah Alam, Selangor. The service offered will be for game players to have a unique experience of playing video games on world class facilities. The target group of customers is children, youths, adults and anyone who is interested in leisure and video games.

MIMA Game Corner plans for a strong market entrance by offering up to date versions of games of PlayStation 4 (PS4). The company will entertain users with the best video gaming experience possible and a facility which is impossible to be recreated at home. The facility shall have other games such as arcade games, shooting games, strategy games, sport games, adventurous games, etc., with single and multiplayer options.

Objectives

MIMA Game Corners projections for the first 2 years are:

- To get a minimum of 1000 customers in first year, 7,500 customers in the second year of operation.
- To establish a convenient payment means for our customers through various options when they subscribe to our packages such as for 1 hour package, 3 hours package or 5 hours package.
- To have a world class game playing facilities in Malaysia.
- To be the leader and pioneer of game playing facility in Malaysia.

Key to Success

MIMA Game Corner will deploy various strategies in making sure the company captures the market fully

- Create a good reputation in the unique game experience the company offers.
- Targeting an active game playing group of customers' i.e. Children, youths, adults.
- Having a wide option of packages and affordable price prices per each package.
- Having low administrative costs which will ensure good profitability for the company
- MIMA Game Corner will release very new and exciting games of interest to the customers.

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1.0 INTRODUCTION

1.1 Background of the business

ITEM	INFO
NAME	MIMA GAME CORNER
ADDRESS	No. 52, 1st Floor, Jalan Plumbum P7/7, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan.
TEL	03-55454418
FAX	03-55454418
FORM OF BUSINESS	Partnership
MAIN ACTIVITIES	Service
REGISTRATION DATE	15 October 2017
COMMENCEMENT DATE	15 October 2017
NAME OF BANK	Maybank
OWNER CONTRIBUTION	RM 100000

1.2 Owner's background

Partner Details:

Partner 1

Personal Details

Name : MOHD IZWAN BIN AWANG SULONG
I /C : 850202-06-5277
Address : NO. 39, QUARTERS KTMB, JALAN KG RAJAH,
48000 RAWANG, SELANGOR.

Tel : 019-7731985
E-mail : Izwan-125@yahoo.com.my
Date of birth : 02 FEBRUARY 1985
Age : 32 YEARS OLD
Marital status: MARRIED

Academic Qualification

- STPM (SMK J2, BANDAR PUSAT PAHANG: 2003-2004)

Others

Language

Skill : MALAY AND ENGLISH (BOTH GOOD IN WRITING AND SPEAKING)

Working

Experiences : 10 YEARS IN OPERATION SERVICE AT KTMB UNTIL NOW