



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ وَعَلٰى اٰلِهِٖٓ وَسَلَّمَ

UNIVERSITI TEKNOLOGI MARA  
KAMPUS PUNCAK ALAM



Topics	:	<b>BUSINESS PLAN</b>
Faculty	:	<b>Business Management</b>
Program	:	<b>BBA (Hons) Human Resource</b>
Program Code	:	<b>BA 243</b>
Course	:	<b>PRINCIPLES OF ENTREPRENEURSHIP</b>
Course Code	:	<b>ENT 530</b>
Semester	:	<b>Sept – Dec 2018</b>
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Submitted date	:	<b>16<sup>TH</sup> Dec 2018</b>

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## 1. EXECUTIVE SUMMARY

Lets Kick Enterprise will be established coming soon, full opening was estimated on 1<sup>st</sup> January 2019. Lets Kick provides customer with the facilities to play futsal in a healthy and safer environment. Lets Kick being developed to provide competitive, conducive, and comfortable indoor environment before, during and after play game. Lets Kick provide everything, like serving customers, a safety aspect, hygiene, in coaching people and good facilities provided. The company not focused on profits only but the most importance is to increase the confidence of customers and enhance their believing toward Lets Kick services and also to enhance the spirit of the sport. Therefore, the customers will be health not only in physical but in mental, so that they can maintain loyal toward Lets Kick. It can important to bring the company in good image in the future.

Lets Kick is an enterprise company. Enterprise company is one type of business organization in Malaysia which is the formation bound by the Registration of Business Act. There are two type of enterprise - i.e. Sole Proprietorship and Partnership. However, Lets Kick has decided as sole proprietorship enterprise. The sole proprietorship is the simplest form of business under which one can operate a business. There are many reasons why Lets Kick decide as Enterprise Company. Firstly, starting a sole proprietorship is much less complicated than starting a formal corporation, and much cheaper. Some states allow sole proprietorships to be formed without the double taxation standards applicable to most corporations. The proprietorship can be named after the owner, or a fictitious name can be used to enhance the business' marketing. Secondly, the sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debts. The owner will run the business by himself and that is the reason why the listing fortune depend on how good he is running the business. After all funds, effort and challenging work devoted to the business in return the owner would entitled for all of the net profit generated from the business as a reward. But, one thing to bear in mind is that the enterprise is not liable to pay tax, as all income will be taxed personally to the owner.

The simplest nature of business of Lets Kick Enterprise is renting futsal court to public. This provides convenience and comfort to customers to play futsal safe and conducive. Lets Kick also organize in house and corporate event. Lets Kick have corporate tournaments, mini tournament and in-house tournament to cater for customer's demand.



Lets Kick Enterprise is located in Persiaran Jaya, 43650 Bandar Baru Bangi, Selangor where it is located near to its customers. For an example, Lets Kick Enterprise is located close to industrial and residential areas in Section 7, Bandar Baru Bangi. When the futsal centre near to residential areas, it will make it easier for customers who live nearby to come to Lets Kick.

The date was selected on 1<sup>st</sup> January 2019 as the opening commencement because of the start of new year. Regarding on that date, the company provide free change of service and allowed themselves to experience about the sport.

The business was selected on that area based on several factors. The factors that the business was running there firstly because they are so many people especially students that lives nearby the sport area. So, it may be easier for them to come to sport centre. Secondly, the number of sports centre in that area is not sufficient compare to the number of people in this area. Another factor that selected the proposed business is the education level of people nowadays is higher than before. The educated people normally realized the importance of health care as they want to stay healthy and have a happy life with their family. Lastly, the factor is the pressure in the workplace. Many types of jobs that do not help the improvement of human health in this modern life. The type of job that sitting in front of a table does not require frequent movement and the work they must do in the workplace is one of the reason that can cause people to get sick easily and they have to do something to maintain their healthy life as example exercise regularly at sport centre.

The business plan is to earn a loan from the bank. This business plan can give confidence to the bank of the business potential in the industry. This can be a little can give the impression that the company Lets Kick can go away and grow successfully. Before any application is approved, the bank will conduct research on the business plans of entrepreneurs. Business plan will give to the bank about the company's ability to repay the loan money in the future, namely on time according to the terms of the loans signed. After getting a strong confidence in the company Lets Kick, then the bank will approve the loan Lets Kick. This business plan must detail and very convincing.

Besides that, this business plan is as guidelines to business entrepreneurs to manage this effectively and efficiently. The business plan describes the mission and vision of the business.



This allows entrepreneurs to make the right decisions and take appropriate actions in the future. Mission and vision is the direction of a business and improve management of the company. Business plan provides space for entrepreneurs and workers to build effective strategies for doing business. Entrepreneurs must also ensure that their products and services in line with customer expectations, government policy and any changes in the business environment.

- Management Team

