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BUSINESS' NAME: ARCHER'S LOUNGE

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1.0 ACKNOWLEDGEMENT

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Second, we want to thank all those who participated directly and indirectly in carrying out this project. Support, information and knowledge we have gained from them has really helped us as we have moved into the business world and the development of our business plan

Finally, we hope that all the people and organizations involved in the development of this business plan will continue to support and exchange information and knowledge with us in the future.

1.3 EXECUTIVE SUMMARY

After doing extensive research on the business opportunity in Kuching area, our group decided to specify our business in sports and leisure. Our group has come up with the business plan of the association through which the name of our organization, known as Archer's Lounge.

In order to establish our business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration.

In the administration's budget will tell us the administration elements including the letter from the organization, workers remuneration, job description, and so on. But above all, our goals and strategies will also be stated which will tell us more about the organization.

The marketing and operations plans were carefully handled in order to get the maximum benefit and it is important to do so because these are the factors that determine the rate of profit and the allocation of market share in the sale of services that affects long term operations and marketing. Besides that, they also show strategies for organizing and promoting the process of operation. Other details are shown in the marketing plan and operation

Financial plan will tell us about the organization of capital, business and gain your balance and cash flow of the organization. Besides that, it also shows the profit and loss account.

We sincerely hope that the guidance given to us will help us to correct our mistakes and hopefully our business plan will be accepted.

1.4 INTRODUCTION

Having a business plan is essential to start a business as it serves as a model and guide for a draft business proposal that is intended to be accomplished. The information collected on the project is used in the business plan to propose strategies, predicting success and viability for the project planned.

1.5 INTRODUCTION TO BUSINESS PLAN

Archer's Lounge is a partnership business that has a concept of serving a comprehensive, adequate and fun activity to attract young people to get involved in archery. The idea of having sports and leisure services in Kuching area is based on the survey conducted that shows the demand from the people in Kuching. Archer's Lounge is a form of partnership which consists of five members. All members had agreed as stated in agreement letter which states that the amount of capital, profit and losses will be divided according to the stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of accounting period. In addition, partnership is a good option in this type of business whereby through this venture, all partner are always sharing ideas and knowledge in order to gain profit and improve their productivity time to time.