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**FACULTY OF ADMINISTRATION SCIENCE**

**AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**EXTREME PAINTBALL PARK**

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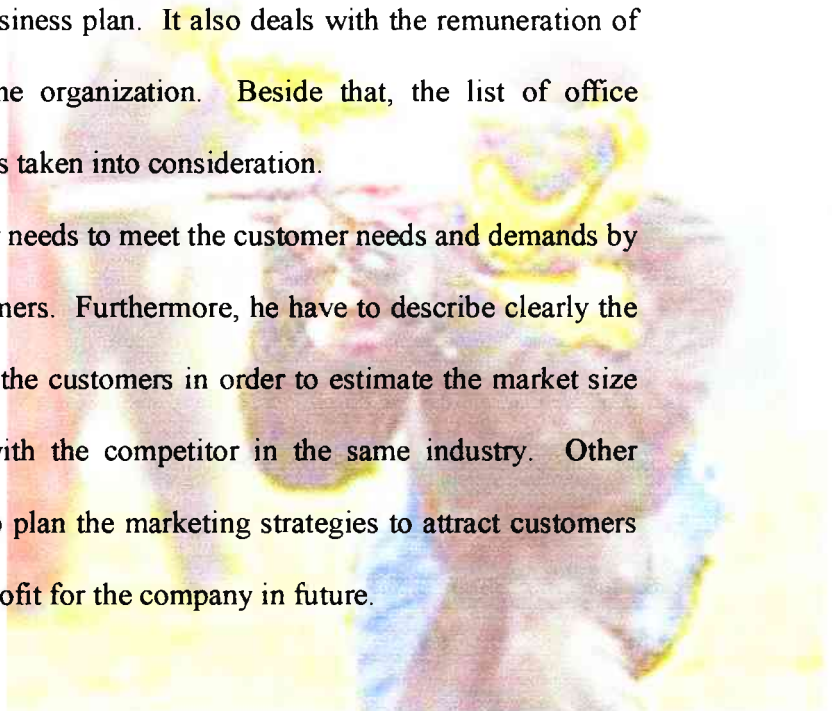
## EXECUTIVE SUMMARY

After doing observation and research toward interest of student and teenagers in area of Kota Samarahan, we are decided to choose extreme sport as our business in providing the best services to the public in Kota Samarahan. We also decided to choose partnership business plan as our business entity which is we provided jungle field paintball. Name of company Extreme Paintball Park.

To success in this business plan we have take consideration of these 4 major aspects in business plan that is administration planning, marketing planning, operational planning and financial planning. Business plan is important because it can help us to predict viability in the business, forecast success for future and also to propose strategies in marketing. It also helps us to guidance for managing this business.

In administration plan, its help to manage overall business objectives and goals, in order to accomplish the purpose of business plan. It also deals with the remuneration of staffs and their responsibilities in the organization. Beside that, the list of office equipment and administration budget is taken into consideration.

In marketing plan, the manager needs to meet the customer needs and demands by determining the target group of customers. Furthermore, he have to describe clearly the products or services which offered to the customers in order to estimate the market size and market share to be compared with the competitor in the same industry. Other functions of marketing manager are to plan the marketing strategies to attract customers for the services and to forecast sales profit for the company in future.



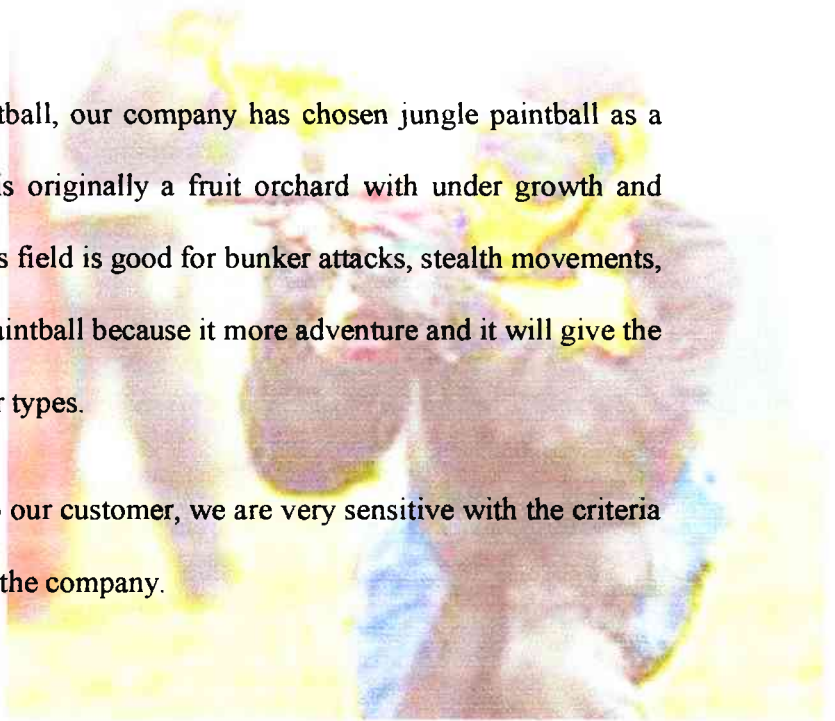
## **Introduction**

Paintball is a competitive game played like any other competitive game, to win. It is like a more challenging, high-stakes version of tag, hide-and-seek, or captures the flag. Because you shoot at other people (and get shot at!), paintball requires specific equipment (goggles, a gun/marker, pressurized gas, and paintballs). Beyond that, paintball is hard to describe. It can be played indoors or out, with as few as two people or as many as 500 a game can last 5 minutes or 24 hours; it's objective might be to take something, bring something, find something, or to simply be the last person standing.

Depending on the game play you play, tactics will be vary as well from being quiet and sneaky and picking your shots carefully, to being loud, fast, and shooting constantly. A paintball game can be different every time, but there's one thing that stays the same it is an adrenaline rush.

They are many type of paintball, our company has chosen jungle paintball as a paintball games. The jungle field is originally a fruit orchard with under growth and wooded with some jungle trees. This field is good for bunker attacks, stealth movements, etc. We are choosing this type of paintball because it more adventure and it will give the difference experience from the other types.

In providing these services to our customer, we are very sensitive with the criteria and condition that are important for the company.



## **Introduction of the organization**

This company has four departments, which is administration, financial, marketing and operational. All this department has been choose to fulfill all the work in the specific area. It is necessary because it will make work move smoothly in a systematically way. Under this company, they are 20 workers that work to handle all the work under this company. They are 3 managers, 3 cleaner, 1 driver, 1clerk, 1 trainer, and 4 field contractors, 2 receptionists, 2 guards. All this worker has been chose base on their qualification and ability to work under this company.

Our company located in jalan Meranek, Kota Samarahan, and this location popular as Bandar Ilmu Kota Samarahan. The paintball field is sited on a sprawling 1 hector of naturally green landscape. The location of our company is in area of Institusi Pengajian Tinggi Awam(IPTA) and Institusi Pengajian Tinggi Swasta (IPTS)

Our office was located in the area of paintball field site. This is because to make the process of registration and management of paintball is operate efficiently, effectively and systematically. They are 2 sections, which is for registration counter and for a management office. For the first section we made up for registration, this is a main place for running our entire customer, to get them a good service.

