



UNIVERSITI TEKNOLOGI MARA
KAMPUS SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

"MALAYSIAN E-SPORT DEVELOPER"

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ACKNOWLEDGEMENT

Firstly, we want to give lot of thanks to God for blessing us during our time doing this business plan. Thanks to God blessing, we were doing well making this business plan.

Next, we would like to give our biggest thanks to Mr. Franklin Hazley Lai for every information, guidance and comments that he gave to us. Thanks to him, we have prepared a good business plan to be shared to the entrepreneurs.

To all the group members, thank you for sacrificing a lot of time making this business plan. Without the cooperation and unity of the members, we would never make this business plan finish on time.

Lastly, thank you to all of our classmates for helping us while working on this business plan. Their help meant so much for as guidance towards completing a good business plan.

Thank you.

Sincerely,

Malaysian E-Sport Developer's members

TABLE OF CONTENTS	PAGES
Business Introduction Cover	1
Executive summary	2
Business Introduction	3
Company's Logo Description	4
Business Purpose	5
Business Background	6
Background of Business Partners	7-10
Chapter 2: Administration Plan	11
2.1: Introduction	12
2.2: Location of Business	13-15
2.3: Name of Business, Vision, Mission and Objective	16
2.4: Organizational Structure	17-18
2.5: Schedule of Tasks and Responsibilities	19-20
2.6: Schedule of Remuneration	21-22
2.7: Business Layout	23-25
2.8: Office Equipment	26-27
2.9: Partnership Contribution	28
2.10: Administration Budget	29
Chapter 3: Marketing Plan	30
3.1: Marketing Objective	31
3.2: Determining Products or Services	32-33
3.3: Target Market	34
3.4: Analyzing Market Share and Market Size	35-38
3.5: Identifying Competitors	39-40
3.6: Sales Forecast	41-42
3.7: Marketing Strategy	43-48
3.8: Marketing Budgeting	49
Chapter 4: Operation Plan	50
4.1: Introduction	51
4.2: Operative Merger Structure	52
4.3 Flow Chart of Activity	53-65
4.4: Operation Layout	66-68
4.5: Machine and Equipment Planning	69-72
4.6: Man Power Planning	73
4.7: Operation Overhead Requirement	74
4.8: Location Planning	75-77
4.9: Business & Operation Hours	78
4.10: Operation Budget	79
4.11: Implementation Schedule	80

Chapter 5: Financial Plan	81
5.1: Introduction	82
5.2: Sources of Financial Information	83
5.3: Background of Business	84
5.4: Operating Expenditure	85-87
5.5: Sales and Purchases Projection	88
5.6: Project Implementation Cost and Sources of Finance	89
5.7: Operating Budget	90-92
5.8: Depreciation schedule	93
5.9: Loan and Hire-Purchase Ammortisation Schedule	94
5.10: Pro Forma Cash Flow Statement	95-96
5.11: Pro Forma Income Statement	97
5.12: Pro Forma Balance Sheet	98
5.13: Financial Analysis	99-109
Conclusion	110
Appendices	111

CHAPTER 1 - BUSINESS INTRODUCTION

1.1 Executive Summary

Our company name is Malaysian E-SPORT Developer. Our companies want to establish an entertainment game as the premier sport game in Malaysia. Our business is a partnership business that will be managed by four people. We want to create professional gamers in Malaysia, which give an opportunity to youngster who do not have talent on academic, expand the talent of Malaysian gamers and produce quality gamers in Malaysian.

The business is managed by our general manager, Adon Jhoneres Robert. He also managed the Administration manager to manage administration sector. Nadzirah Binti Kadis will manage the marketing sector as he is the marketing manager for the business. Baizurin Binti Ipin will handle the operation sector of the business because he is the operation manager. Zaridah Binti Suili will manage the financial plan for the business for Malaysian E-SPORT Developer companies.

Our business is located at Asia City Kota Kinabalu, Sabah. It is a great place because the environment is very strategic which makes the perfect place to run our business. We plan to provide the best services to our customer and ensure that they will satisfied with the services and wish to come again to our center as well.

This business will compete with the rest of readily established businesses as we have done researches in the process of making this business proposal. In order to make this business a reality, we made this business plan in hoping that we can request for a loan about RM 24, 664.

Amount of loan: RM 24, 644

Name of the Bank: MayBank

Acc No: In progress