



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PROPOSAL

SPORTS EQUIPMENT

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ACKNOWLEDGEMENTS

Assalamualaikum w.b.t,

Firstly, we would like to thank Allah S.W.T because we finally completed our group assignment. We are deeply indebt to our lecturer, Mdm. Syarifah Nurhafizah bt. Syed Anuar who always helped us improving and give knowledge to assist us in finishing our assignment as well.

Secondly, we would like to thank all group members, Mohd Arbain bin Junaidin, Mohd Amierul bin Ali Abbas, Hafizul Nue, Jaurey Matirin and Ag putra hafizan that had always been dedicated in making this assignment successful no matter how hard it is. I believe without their supports this assignment are impossible to be completed.

In addition, we also owe acknowledgements to our family for their support in no matter what we do. They also helped us a lot of such as providing us which necessary financial to make this assignment a successful project.

Last but not least, we also owe acknowledgements to people that had helped us either directly or indirectly in finishing this assignment.

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We hope that our business can all satisfy your requirements for our
of Entrepreneurship (EN/200) and also hope that our business can all satisfy
to those who are interested in doing the same business venture.

Yours faithfully,

(MOHD ARBAIN BIN JUNAININ)
GENERAL MANAGER/ TRF-OF CLUB COMPANY

1.0 INTRODUCTION

1.1. EXECUTIVE SUMMARY

This business is based on partnership business entity where it consists of five (5) members who hold important positions in the company such as General manager, Administration manager, Marketing manager, Operation manager and also Financial Manager. The business capital expected amounted to RM 200,000.00 where the members has their own contributions amount RM20,000 each and the balance amount RM100,000 is came from Majlis Amanah Rakyat (MARA).

Sports equipment is the specific product that we market for. *Trends Club* come up with the strong tagline "Raise Your Power" is located at near Alam Mesra Sulaman Sepanggar, Kota Kinabalu with specific address: Alam Mesra Sulaman Sepanggar, 88450 Kota Kinabalu, Sabah.

Trends Club as a company that sell for all types of sports equipment. Sports Equipment is the material that use for any game either it will allocate for extreme challenge, soft sports, general games and any other. The equipment was born as a specific brands with different types of quality, size, ability, function, colour, shape and so on.

To make it more attractive and nice, we take some initiatives to repackaging the product using appropriate materials such as laminate plastic with water proof price tag. To make the customers easy to indicate the different brand of product, we put a specific colour on the price tag with certain view of price. Based on our research, we found that Malaysian especially in Sabah are common with sport or games, so they are very sense with demand for sports equipment.

Hence, we take this opportunity to established this project and enter the market to compete with many other company. After this idea was developed, with getting financial support from Majlis Amanah Rakyat (MARA), we decide to evaluate this business at local and also international in the future. Based on the support given, we able to fulfil the needs and wants of the customer by providing them suitable products and the convenience of services.

Regarding to the above objectives, we are venturing into the sports industry. Actually, Sports equipment business has the potential to be more profitable if it done in modern way it large scale and systematically managed.

We will expected that our business will be more developed in the near future because we will provide the product that can meet the demand of customer. The demand will not only increase during festive season but also in daily because nowadays many people especially youngest aware about important of sports in their daily lifestyles and the benefits.

1.2 PRODUCT DESCRIPTION

1.3 PURPOSE OF BUSINESS PLAN

Sports equipment is the materials that mostly used for sports or any game. These materials made from many brands and we get them from abroad with various shapes, size and colour. The most popular brand that has the higher demand is Nike, Adidas and Yonex. Commonly we repacked them into nice look and well use.

Our sport equipment not only get requested from inside but also from outside where we obviously we have send the sports equipment until Indonesia, Brunei, Myanmar, and also Singapore.

The Sports equipment from Trends club Co. in specifically includes Sport shoes, Jersey for football, valleyball, basketball, badminton and many more, Racket for Badminton Tennis, Net, Ball, Shuttle, socks, Goggle, Swim suites, Tights, short pants, Guard, Spikes, Headbanned and so on.

We are selling the product not only listed in the above, but more equipment inside the premise. We provide the equipment based on current demand in the market based on yearly research for evaluate and developed also increase the number of competitor.

1.4 VISION

Promote and influence customer regarding the product that they want and give quality and customer as their to have business relation with us. In addition, main objective for distribution of "Trends Club Sports Equipment" is the first choice of many equipment. So we can very specifically look into the sports equipment. The store people will more interest to buy and use our equipments. Our vision is not only for selling sports equipment in locally but internationally.