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UNIVERSITI
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FACULTY OF APPLIED SCIENCE

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

FANTASY GAMING CENTRE

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PREFACE

First and foremost, we would like to express our gratitude to God Almighty for blessing and allowing us to complete our business plan successfully. We also would like to thank our lecturer for this subject (ENT 300, Fundamentals of Entrepreneurship) Mdm Sharifah Nurafizah Bt. Syed Annuar for giving guidance, brilliant ideas and encouragement in helping us to complete this project within the time given.

This very project work was completed with remarkable effort of high spirit of cooperation between the group members. They are:

1. **Agnes David** as the General Manager
2. **Khelvin Ahamat** Administration Manager
3. **Victor Robin Biring** as the Operational Manager
4. **Edric Gerald** As the Financial Manager
5. **Jackquest Henry** as the Marketing Manager

Last but not least, we would like to express our gratitude to the officers of Malaysian Investment Development Authority (MIDA), Pending Fire Department, officers of Employees' Provident Fund, officer of Ikhlas Takaful, Telekom Malaysia, SESCO, Jabatan Air Negeri Sabah, and for other organizations who have helped us for providing numerous and valuable information regarding our business proposal.

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EXECUTIVE SUMMARY

The name of our company is Fantasy Gaming Centre. This business is in the form of partnership which consists of five members. Each partner contributes a certain amount of capital as agreed in the agreement.

There were no sleeping partners and all of the members are entitled to participate in the business management. We agreed that Agnes David as the General Manager, Khelvin Ahamat as Administration Manager, Victor Robin Biring as the Operational Manager, Jackquest Henry as the Marketing Manager and Edric Gerald as the Financial Manager.

The General Manager will oversee all the individual department and help where guidance is needed in some matter relating to the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. Last but not least, the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization. Lastly the Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market.

1. INTRODUCTION TO BUSINESS PLAN

Fantasy Gaming Centre (F.G.C) is a partnership business of a cyber café which involve in providing personal computer, play stations and printing services. The partnership business is incorporated under the Business Registration Act 1956. The business is in the form of a partnership which consists of four 5 shareholders. Therefore, five members of partnership business are: Agnes David as General Manager, Victor Robin Biring as Operational Manager, Edric Gerald as Financing Manager, Khelvin Ahamat as Administration Manager and lastly Jackquest Henry as Marketing Manager. Besides that, in a partnership business setting there will be a lot more ideas, talents and skills which can be pooled together for better management of our company in the foreseeable future. Lastly, through this business equity can be increased by enlisting additional partners.

1.01 NAME OF THE BUSINESS

Name of our cyber café service is Fantasy Gaming Centre (F.G.C). Fantasy Gaming Centre is the most suitable name for our business because in our term “Fantasy” means that someone in a pleasant situation that enjoys thinking about but is unlikely to happen or the activity of imaging things. The costumers will be brings into new world of games. Besides, this is where the gamers would have opportunity to try variety of games. Besides, the costumers would be very satisfy and enjoys by our intriguing services. Last but not least, we also providing printing service for the costumers which very quality printer ink. Lastly, the personal computer (PC) and play station (PS) provided are highly quality and updated.

F . G . C