



# UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

GROUP ASSIGNMENT

**SNOW SKATING**

Prepared for :

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DIPLOMA IN ACCOUNTANCY (AC1105A3)

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION**

The name of our company is Snow Skating. Our business plan is prepared for the future investors, bankers, financial assistant providers and suppliers. The partners of the company are Khatijah Binti Mat Nawai, Frencessa Juis, Genevie Gabriel and Larainn Jaminih.

Our business plan is prepared mainly because we would like to convince our future investors, bankers and suppliers in order to raise capital and obtain support from the venture. Also, the objective of our business plan is to get financial aid from any financial company that would like to support our venture. The person that will ask for financial help is our Financial Manager, Francesca Juis. The estimation of the financial needed is at least RM42,000. The financial aid given will be utilized for the artificial snow machine maker in order to start-up our business. We will be able to pay back the financing company from the profit we get throughout our business.

Our business main product is service which includes ice skating and also ice skating class for beginners and also decorations according to festive season or event such as Christmas, Chinese New Year, Hari Raya and so on. The main characteristic of our service is it has pretty decorations according to festive season and events near the ice skating rink to attract customer and also ice skating class for beginners. Our company is newly incorporated. It is a partnership form of business. It is a preferable form because it is easy to form and it has greater potential for success. The company's strength is it is rare in Sabah. So we believe with an existence of an artificial snow, it will capture local people attentions. Plus, our place of choice is very strategic. The weakness is it is quite expensive since our business will need an artificial snow machine maker. In order to overcome this weakness, we have come up with a solution such as giving discount on every public or school holidays and event.

This business that we are proposing is profitable because it is very rare in Sabah especially in Kota Kinabalu and we believe that majority of local people will want to try out our service. The company will be able to get support and help from the suppliers and a long term credit will be given to our company.

## **ACKNOWLEDGMENT**

First of all we would like to express our appreciation toward our lecturer of ENT300, Madam Sharifah Nurafizah for her help and guidance through the completion of our business plan. Her help and support had taught all of us how to handle and overcome the obstacles that stood before us, and had successfully shaped us to think and act as entrepreneurs in order to make report proposal into reality.

We also like to give our special thanks to our families and friends whom continuously supporting us through and through no matter in term of emotional support, asset as well as financial support. Without the cooperation from our families and friends, it would be difficult for us to complete the business plan project on time.

We believe that this business can go future with the help of many people. By implementing as an entrepreneurs mind, we can see the opportunity in this business with the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we will able to understand how do business work and we looking forward to make the business become reality.

Cordially,

Snow Skating.

**VISSION**

To be able to extend our business of ice skating and open a new ice skating complex in Sabah.

**MISSION**

To provide people of Sabah with an accessible and reasonable price indoor ice skating rink which is fun for the whole family.

**OBJECTIVE**

1. Earn profit in the first 3 year
2. Fulfil the current needs and demand