

UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

ALAMESRA FUTSAL CENTER

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1.0 EXECUTIVE SUMMARY ACKNOWLEDGEMENT

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1.0 EXECUTIVE SUMMARY

Government of Malaysia had now encouraged sport and making it compulsory in the requirement of qualification in order to get a better job, in government sector and also private sector. As a Malaysian, it is became a huge opportunity to support the effort of government to ensure the well being of our own country. Thus for the reason, we decided to make up with a new idea to built an indoor soccer court.

We are starting our own business as partners and all of us decided to call our business as Alamesra Futsal Centre (AFC) . Our main activity is providing indoor soccer at the same time providing places to play pool with unique packaging, great treat and affordable for everyone. Other than that we provide facilities such as Wi-Fi and rent shoes and other stuff for playing indoor soccer such as jersey for a team, beep, and Shin guard and so on.

After make a meeting with the entire business partner we had decided to build the indoor soccer court in the area of Sepanggar, which located at the Alamesra. The reason why we choose this location is because it was a strategic location to start a business as it easy to reach by people from all over the place. This location is also well known due to the location just in the centre of massive development. Furthermore, the decided location nearby with One Borneo so the possibility for our premises to be known is very huge. For more Alamesra is located nearby with the college or university such as UiTM Sepanggar, Politechnic, UMS and other college that become our target market. We forecast there are huge potential of Alamesra to growth in the future.

1.1 INTRODUCTION AND PURPOSES

Indoor Soccer is a variant of association football that is played on a smaller pitch and mainly played indoors. Its name is derived from the Portuguese and the Spanish futbol de salon which can be translated as "hall football" or "indoor football". During the sport's second world championships held in Madrid in 1985, the name futbol de saloon was used. Since then, all other names have been officially and internationally changed to futsal.

Indoor Soccer is played between two teams each with five players, one of whom is goalkeeper. Unlimited substitutes per team are permitted. Unlike some other forms of indoor football, the game is played on a hard court surface delimited by lines; walls or boards are not used. Futsal is also played with a smaller ball with less bounce than a regular football. The rules create an emphasis on improvisation, creativity and technique as well as ball control and passing in small spaces.

Indoor soccer is a sport that becoming more famous each day. Due to this reason we see an opportunity to provide indoor soccer services to public to gain profit.

1.3 BUSSINESS PLAN PURPOSES

- To make the entrepreneur to realize our dream to establish the business organization which developed and competitive.
- Learn about aspects to run business strategies.
- As a guideline for the management department to supervise this business progress.
- As a guideline to analyze and evaluate our business performance level.
- To forecast the trouble that may be faced.