



اوتورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ETR 300)

“ATTACK ZONE PAINTBALL”

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ACKNOWLEDGEMENT

Firstly, we would like to thank to Allah S.W.T. Most Gracious and most Merciful, for giving us the strength and ability to prepare and finished this business plan proposal successfully. Without the consent of Allah S.W.T, we may not be able to perform our work correctly. We also would like to take this opportunity to thanks all that had involved in preparing this business plan. All the ideas, guidances and advices from them had help us to solve our difficulty while completing our business plan especially our Fundamentals of Entrepreneurship (ETR 300) lecturer, Madam Sarmila Udin and the other resources persons.

And to all our special friends those help and support us. Without their cooperation we believe that we would have a lot of problems to prepare this business plan whether directly or indirectly. We also hope that this plan can be a major source for those interested in making this business into reality.

1.0 EXECUTIVES SUMMARY.

In seeing the development of Xtreme games among the society nowadays, we had finally chosen Paintball games as our business in this ETR 300 subject. First of all, Paintball is a game developed in the 1980s that soon became popular worldwide. It begins when people are not been able to use real guns in this game decided to play this game by using markers that were originally used to tag cattle and trees. This game first introduced by Bob Gurnsey, Hayes Noel, Charles Gaines and nine others.

Since then, paintball has evolved and through the years, it can be played in different ways. In one version of the game teams can one flag each and the other team must capture that flag in order to win. Another game has the same objective as the first will except there is only one flag that is situated in the centre of the field and each team tries to be the first to capture the flag. The other way of winning (other than capturing the flag) would be to eliminate all of the players of the opposing team with paintball hits.

The game can be played on a small scale which is called recreational paintball. This is the original way it was played in a wooded area and can be played in an area the size of basketball court. If there are many people who want to play and the field is a large area the game is called a scenario. The largest scenario ever was in 2005 on a 700 acre parcel of land and with 3,000 participants. Most games are played outdoors in special paintball fields.

A competition is called a tournament is when a player who participates in a competition sanctioned by a governing body, that competition is called a tournament. Teams can be comprised of 3 to 10 players each. But nowadays it will reach to hundreds people. Rules during such events vary so people should check before entering the tournament. For the safety of those who participate in these events, protective gear is required for each player. It consists of a helmet, chest pad, gloves, and knee and elbow pads. Guns used in this game are only allowed to fire a maximum of 300 feet per second.

Paintball is one game that is gaining ground in the sports world. According to a study done in 2005, it is ranked as the third most popular extreme game in the world. It is also considered as high profit businesses in the near future because there is are high demand for this games especially among the young players. It is considered a safe sport as long as proper equipment is used and people comply with the rules.

After a long discussion among our group members, we decided to take the name of "Attack Zone Paintball" as our company name. Our business will be an exciting start-up company that will develop its own tagline in the paintball games industries. Located just at