



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
ENTREPRENUERSHIP (ENT300)
'DONAT FAST RACING SDN.BHD'

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ACKNOWLEDGEMENT

First of all, we would like to thank God, for giving us the opportunity to finally complete our business plan for ENT300 subject.

We, the group partner accepting this as a challenge to ourselves because it will test our cooperation as a team and our ability on doing this proposal. For the prospect of business, hopefully this proposal can be a guideline to us so that we can practice our ability and each other interest. With that, we also hope to be an educative and successful people and encourage the people outside.

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EXECUTIVE SUMMARY

PAGE

ACKNOWLEDGEMENT

DONAT Fast Racing sdn.bhd. is developed to attract all the illegal street racing to come to our place to race car legally. Our business is located at Likas . The reason we choose this location because the place is wide and have a really flat and smooth surface.

INTRODUCTION

We open our business called Fast Racing in Sabah because there is no place or road that the street racer can race illegally. This business can reduce illegal street racer racing on the highway and simultaneously reduce accidents. Street racer can race on the provided track and at the same time enjoying the nature. This place is surrounded by forest and it also a place for the visitor to visit or taking a walk while enjoying the racer racing cars.

We believed that our company can be successful because in Sabah, there are a lot of racers and most of them are youths. They can bring whatever vehicles they have and race it with their friends. We also have provided car accessories shop for the players to modify their car and two big stadium for the people who wants to watch them race.

We, DONAT Company saw the opportunity that this business has the potential of success provided with effectively and professionally. The people in Sabah need this to release their stress and race without getting caught or sued. Without this service, more illegal racer would arise and number of car accidents may increase.

• Operational Manager

• Financial Manager

PARTNERSHIP AGREEMENT

26 - 27

LOCATION OF BUSINESS

28 - 30

ADMINISTRATION PLAN

34 - 45

• List of Administrative Personnel

• Schedule of Tasks and Responsibilities

• Schedule of Remuneration (Salary)

• List of Office Equipment and supplies

CONTENT

	PAGE
ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	5
CONTENT	6 – 8
LETTER OF AGREEMENT	
INTRODUCTION	9
• Details of the company	
GOALS OF THE ORGANIZATION	10 – 11
• Vision	
• Mission	
• Objectives	
COMPANY BACKGROUND	12 – 13
• Details of the company business	
• Company logo and motto	
PARTNERSHIP'S BACKGROUND	14 – 19
• General Manager	
• Administration Manager	
• Marketing Manager	
• Operational Manager	
• Financial Manager	
PARTNERSHIPS AGREEMENT	20 – 27
LOCATION OF BUSINESS	28 – 33
ADMINISTRATION PLAN	34 – 45
• List of Administrative Personnel	
• Schedule of Tasks and Responsibilities	
• Schedule of Remuneration (Salary)	
• List of Office Equipment and supplies	

- Administration Budget

MARKETING PLAN

46 – 68

- Introduction to Marketing Plan
- Objectives of Marketing Plan
- Profile of Product/Services
- Target Market
- Market Size
- Competition
- Market share
- Sales forecast
- Marketing strategies (the 4PS marketing strategies)
- List of Marketing Personnel
- Schedule of Tasks and Responsibilities
- Schedule of Remuneration
- Marketing Budget

OPERATIONAL PLAN

69 – 85

- Introduction to operational plan
- Objectives of operational plan
- Operational Strategies
- Operation Hour and Business Hour
- Operation Process
- Capacity Planning
- Operation or Production Schedule
- Material Requirement
- Manpower Requirement
- List of Machines and Equipment
- Layout Plan of Operation Area/Factory
- List of Operations Personnel
- Schedule of Remuneration
- Operations Overhead
- Operations Budget