



HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

ENTREPRENEURSHIP

(ETR 300)

EXTREME PAINTBALL CENTRE

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Acknowledgement

First and foremost, we would like to praise and thank Lord for giving us the healthiness and patience to complete this business plan. We would like to give our highest appreciations to our family and friends for encouraging us with their continuous moral support. As this business plan completed, we celebrate it with grateful feeling whereby it can not be completed without the help of every single person who has cooperate with us and generous enough to gives us all the information that we needed in all the works of this business plan.

Our deepest gratitude goes to Prof. Madya Matyasin Jamil, our ETR300 lecturer and Mr. Kamarulzaman, our MEDEC Coordinator for all the business plan lessons and guidelines. A lot of thanks to Mdm Adrianna Aziz, our tutor, for guiding us especially in preparing the business plan.

We would like to appreciate the support of all the lecturers of Faculty of Hotel & Tourism Management Universiti Teknologi Mara Sabah for giving us all the support that we needed.

Last but not least, it also been a pleasure for us to acknowledge the support of all of my resources and thank to all those people who directly and indirectly helped us to complete our business plan. I will appreciate all the support given to us and for us, without their guidance, advice, and supports we will not be able to complete this business plan.



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1.0 INTRODUCTION

For the first time we do business plan on Entrepreneurial Studies (ETR) and the business plan that our group will do is "Extreme Paintball Centre". The basic nature of this business is that it is a paintball extreme game that is based in Malaysia, located at Kota Kinabalu, Sabah. This is the first paintball centre in Sabah. Our business will be operating at Extreme Paintball Centre (EPC Office), Ground Floor Wisma Sabah, Jln. Tun Fuad Stephen, 88000 Kota Kinabalu, Sabah. East Malaysia and our EPC Action Turf is located at Extreme Paintball Centre Action Turf, Parking Lot back Wisma Sabah, Jln. Tun Fuad Stephen, 88000 Kota Kinabalu, Sabah. East Malaysia.

Our business plan will commence around the second quarter of 2009. The reasons that we choose to open a paintball centre because this is will be the first paintball centre in Sabah. Moreover Sabah is in progress of development and that will create a lot of job opportunities that can attract people come to Sabah.

Paintball is currently the 3rd most popular Extreme Sport in the World, with 12 Million followers. In 15 short years, the sport of paintball has become recognized as one of the world's most exciting outdoor participation sports. Paintball is played in over 40 countries by millions of men and women of all ages and lifestyles. In EBay reports stated that more searches for paintball items than for any other sports listing, with spending on equipment and paraphernalia topping \$225 Million annually.

Paintball is a sport played by all people. It is a sport where women and men compete equally, and where age is not dominated by youth. Like a game of chess, being able to think quickly and decisively is what makes you a star in paintball. Intelligence and determination, not merely strength, speed or agility, is the key to success in the sport.

Paintball is a character-building sport. Players learn about teamwork, gain self-confidence and develop leadership abilities while having fun and getting welcome stress-relief. Increasingly, corporations are finding the benefits of having their staff and management participate in paintball games. Paintball is an