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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

BLITZ
PAINT BALL

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TABLE OF CONTENT

PARTICULARS	PAGE
<u>1.0 INTRODUCTION:</u>	
1.1 Executive summary	1-2
1.2 Business objective	3
1.3 Background of Business	4
1.4 Background of Business Partners	5-9
1.5 Letter of agreement	10-12
1.6 Blitz Paintball Logo	13-14
1.7 Location of Blitz Paintball	15
<u>2.0 ADMINISTRATION PLAN</u>	
2.0.1 Introduction	16
2.0.2 Business Vision	17
2.0.3 Address	18
2.0.4 Types of Building and Infrastructure	19
2.0.5 Organization Mission	20
2.0.6 Administration Strategies	21-22
2.0.7 Directing Strategies	23-24
2.0.8 Controlling Strategies	25
2.0.9 Organization Structure	26
2.1 Organization Chart	27
2.2 Office Layout	28-39
2.3 List of Manpower	30



2.3.1 Employees Scheme of Service	31-32
2.3.2 Schedule of Task and responsibilities	33-35
2.3.3 Schedule of Remuneration	36
2.4 List of office equipment	37
2.5 Building	38
2.6 Administration Budget	39
<u>3.0 MARKETING PLAN</u>	
3.1 Introduction to Marketing	40
3.2 Business Profile	41
3.3 Market Analysis	42
3.3.1 Target Market	43
3.3.2 Market Size	44
3.3.3 Service Description	45-47
3.3.4 Market Share	48
3.3.4.1 Market share before the entrance of Blitz Paintball	48
3.3.4.2 Market share after the entrance of Blitz Paintball	49
3.3.5 Competitors	50
3.3.5.1 KK Paintball	50
3.3.5.2 Penampang Point Paintball	51
3.3.6 SWOT Analysis	52
3.4 Sales Forecast	53
3.4.1 Sales Forecast for Paintball	53
3.4.2 Sales Forecast for Cafeteria	54
3.4.3 Sales forecast for Blitz Paintball	55
3.4.4 Food estimated for one month	56
3.4.5 Beverages estimated for one month	57



1.1 EXECUTIVE SUMMARY

The concept of our services in our business is different with our competitor. We provide a variety of paintball, facilities and services in our place. For example,

Nowadays, there are several of business exist in Malaysia especially in Sabah. Usually the entrepreneurs involved in the business the products or services. However, it belongs to entrepreneurs to decide types of business in order to ensure the business will operate smoothly. Each business may give profit or loss to the entrepreneur but it depends on the way that entrepreneur manage their business. Usually the main purpose of entrepreneurs open a business is to gain maximum profit.

According to the circumstances of the economic and total of service that exist now in Kota Kinabalu, Sabah, our group had choose to involve in servicing industries. The name of our business is Blitz Paintball. We provide outdoor games services at Tuaran. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. The outdoor game business is profitable because according to our survey the demand for outdoor games is high. From the survey, we decided to set-up Blitz Paintball at Shangri-La Rasa Ria Resort, Tuaran, Kota Kinabalu.

Our target market in this business is the teenagers around KK, students (UMS, UiTM, Polytechnic, and ILP). Moreover, our target market also is the resident in Tuaran, and resident around Sepanggar area. Our target market is dividing into 3 levels of age, which are adults, teenagers and children.

Furthermore, based on our survey we have a competitor but their business is operated outside of the Tuaran area which is around the Penampang area and that we will be the third entrepreneur to open this business. We believe that we can challenge our competitor based on our advantages.