

**MARA UNIVERSITY OF TECHNOLOGY  
CAMPUS KOTA KINABALU**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**

**“BRYDE’S DO DIVERS”**

**PREPARED BY:**

<b>HARZEEDLY MICKY LUSIWOI</b>	<b>2004352431</b>
<b>MOHD IZWAN BIN JAMIL</b>	<b>2004352463</b>
<b>ROSNANI BINTI JULKIPLI</b>	<b>2004352536</b>
<b>NORAIDAH SIDIK</b>	<b>2003315141</b>
<b>MOHAMMAD ISZWAN ISMAIL</b>	<b>2004352351</b>

**DATE OF SUBMISSION:**

**09<sup>TH</sup> APRIL 2007**

CONTENTS

	<u>PAGE</u>
<b>INTRODUCTION</b>	<b>6</b>
▪ 1.1 Executive Summary	8
▪ 1.2 Business Purpose	9
▪ 1.3 Company Background	10
▪ 1.4 Partnership Background	11
▪ 1.5 Partnership Agreement	16
▪ 1.6 Business Mission	19
 <b>ADMINISTRATION PLAN</b>	 <b>20</b>
▪ 2.1 Introduction	21
▪ 2.2 Organization Charts	23
▪ 2.3 List Of Administration Personnel	24
▪ 2.4 Schedule Of Task And Responsibilities	25
▪ 2.5 Schedule Of Remuneration	28
▪ 2.6 List Of Equipments & supplies	29
▪ 2.7 Office Layout	30
▪ 2.8 Location	32
▪ 2.9 Administration Budget	33
 <b>MARKETING PLAN</b>	 <b>34</b>
▪ 3.1 Introduction	35
▪ 3.2 Market Analysis	36
○ 3.2.1 Market Shape	37
○ 3.2.2 Market size	38
○ 3.2.3 Target Market	39
▪ 3.3 Competitors	40
▪ 3.4 Strength and Weakness Of Competitors	41
▪ 3.5 Services/Product	42
▪ 3.6 Forecast Market	44
○ 3.6.1 Market Description	47
▪ 3.7 Market Strategy	48
○ 3.7.1 Market Strategy In General	48
○ 3.7.2 Service Strategy	49
○ 3.7.3 Price Strategy	50
○ 3.7.4 Promotion Strategy	51
▪ 3.8 Marketing Budget	53

HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah





BRYDE'S DO DIVERS partnership business was planned by 5 students at the beginning of semester through Fundamental of Entrepreneurship (ETR300) course. The main purposes of our business are to produce commercial scuba services in Sabah. We involve in this business because this is one of the important attraction sources and of course the potential of this business will develop well. In addition, people will always demand for scuba services. We produce services for local people and foreign from other country.

In the first and second year, we will concentrate around the Tunku Abdul Rahman Marine Park area and after that we will expand our business. Tunku Abdul Rahman Marine Park is a famous and suitable place for scuba diving and that is the reason why we choose the place for our business.

With this business, we hope that customers will satisfy with our scuba services and we will make sure they will get good and better services.





1.1 EXECUTIVE SUMMARY

NAME OF COMPANY:

***BRYDE'S DO DIVERS***

NATURE OF BUSINESS:

*SCUBA SERVICES*

INDUSTRY PROFILE:

*PROVIDE TRAINING AND SCUBA SERVICES*

LOCATION OF THE BUSINESS:

*WAWASAN PLAZA & KARAMBUNAI NEXUS*

DATE OF BUSINESS COMMENCMENT:

*1 JANUARY 2012*

FACTOR IN SELECTING THE PROPOSED BUSINESS:

*SCUBA DIVING IS THE ONE MOST POPULAR AMONG TOURIST AND DEMAND FOR IT IS ACCEPTABLE.*

FUTURE PROSPECT OF THE BUSINESS:

*OUR FUTURE PROSPECTS OF THIS BUSINESS ARE TO GAIN MORE PROFIT AND EXPAND BUSINESS TO OTHER AREA.*





## 1.2 BUSINESS PURPOSE

**THIS BUSINESS PLAN IS PREPARED BY BRYDE'S DO DIVERS FOR THE PURPOSE OF:**

- To gain profit according to the schedule.
- To obtain loan from the Bank Rakyat with the amount of RM 128,322.
- As a guideline in managing the business.
- To manage the business resources proper and effectively.

