
UNIVERSITI TEKNOLOGI MARA



LA COPA LEISURE CENTRE

REPORT PROJECT

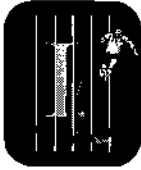
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PROGRAMME : AP 121/05
SUBJECT : FUNDAMENTAL OF ENTREPRENEUSHIP (ETR300)
LECTURER : PROF MADYA DR ISMAIL B ABD WAHAB
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INTRODUCTION & EXECUTIVE SUMMARY



LA COPA LEISURE CENTER
9/8 Jln Plumbum, Section 7, 41010 Shah Alam, Selangor
Tel: 03-55443245 / 221 Fax: 03-55443245 web: www.acopa_center.com

1. INTRODUCTION

La Copa Leisure Centre is established as a result of the survey and research made by the La Copa Enterprise to add another facility for the people in Shah Alam. The plan made for this business is because of the increasing potential and demand of futsal.

Besides that, we also provide a café that serves western foods and drinks. That is a which is situated at No.9/8 Jln Plumbum, Section 7,41010 Shah Alam, Selangor Darul Ehsan. The objective of building up the café at the La Copa Leisure Center is to create a place where the customers especially the teenagers can hang out and spend their free time in a positive and healthy way. Teenagers can make the café as a medium to socialize and spend time with their friends. Plus, they can even watch futsal game from there.

The La Copa Leisure Center will start to operate fully on January 2006. The factor that had influenced the establishment of the business is because of the demand of the futsal game that is increasing and also the need of creating a new place for the teenagers to hang out at.

To start the project, we need enough capital to make the cash flow and the operation smooth. To achieve that we need loan about RM 70 000 and money from the share holder.

Before deciding to create the business, survey and analysis are done to reveal the potential of this business. The population and lifestyle of the people, especially the teenagers in Shah Alam will lead La Copa Leisure Center to be the choice for the teenagers and thus, make the business profitable.



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EXECUTIVE SUMMARY

Name of business : La Copa Leisure Centre
Nature of business : Services
Industry profile : Sports (futsal) & Western food (Burger, Chicken chop, French fries, etc.)
Location of the business : La Copa Leisure Center
99/8 Jln Plumbum
Section 7
41010 Shah Alam
Selangor Darul Ehsan

Date of business commencement: January 2006

Factors in selecting the proposed business:

- 1) Nowadays, futsal is beginning to gain popularity in the society. It is getting attention by many people now especially by the teenagers. Therefore, business that is based on this sport can be profitable
- 2) The café business involving western food is chosen for it is getting place in the society. It is one of the best choices among the society especially to the teenagers, whom are our target customers for our business, since the area where we are planning to create the business is an area where teenagers such as students prefer to hang out.
- 3) Nearby to colleges and university (UiTM Shah Alam)
- 4) The population in Shah Alam are high
- 5) Majority of the people in Shah Alam comes from a good social class
- 6) Demand and potential for this sport are increasing.
- 7) The good facilities around the area can be the attraction for people to visit the center. Besides, it is near to the highway.



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Future prospects of the business:

- 1) The La Copa Enterprise plans to open up another franchise after 3 years of operating this business.
- 2) The La Copa Enterprise should be able to buy its own premise in 3 years after the operation of La Copa Leisure Center so that it will not have to rent for a premise for the business.
- 3) Futsal cum western food business will continuously get place in the society for it is suitable for now and in the future ahead. Therefore, this business has a good opportunity to gain prosperity. Company branches for this business can be built at other places where the areas are given attention by teenagers.