

EXECUTIVE SUMMARY

Our company is developing in January 2010. Its located at Bandar Baru Pasir Pekan, Kota Bharu. Our company's location is opposite of the Maybank building which are easily found. Our company supply and provide the variety brand of sportswear and equipment such as ADIDAS, NIKE, JOMA, KAPPA, UMBRO, LOTTO, DIADORA, PUMA, KRONOS, FILA, ASCICS, FIGOS, EVERLAST, YONEX and many more types of brands. We were registered as a partnership business represented by four members. Our shop location was located in town centre. We choose this location because we can see the potential that can give us advantages and profited. The potential we can see is that the location is strategic because of we are surrounded with huge community which are mostly interested in sport like football, futsal, basketball and many more. Pro Evolution Sport (PES) was startup the trading business which buys the product with the production company in a large of scale and sells that product. We choose original and high quality product to satisfy the sport lifestyle.

1.0 INTRODUCTION

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- **VISSION**

The vision of our business is to be the first business that gives opportunities to the target market and create loyal and profitable customer relationship.

- **MISSION**

The mission of our business is to develop unique insight into the customers by providing a satisfied product to our target market.

- **OBJECTIVE**

The objective of our business is to set up and improve our business to the maximum level and at the same time will give the opportunities to our entire consumer to get quality sport equipment and sport material and support the development of sport in our country and so that they will be satisfied with the services and product that we provide.

1.1 PURPOSE OF PREPARING BUSINESS PLAN

This business plan is prepared by Pro Evolution Sport (PES) Enterprise. From the budget or capital for the amount of RM 500,000. This business plan is prepared by Pro Evolution Sport (PES). It also means to ensure our business running smoothly by using effective guideline. The successful company needs to follow all the arrangement of business plan to ensure our company achieves the organization goal. A business plan is a written definition of an operational plan for achieving company's goal. We need a complete business tool in order to define our basic product, income objectives and specific operating procedures. Business plan also need to attract investors. Obtain financing and hold onto the confidence of your creditors, particularly in times of cash flow shortage. The most important purpose of our business plan is, it will be the basis or foundation of any financial proposal. The business plan is a long range to guide our Business to the goal we are set for it. We also desire to supply high quality sport equipments and to provide interest sport equipments for community and also to encourage community more interest in sport. To become the choice of the community to get sport equipment.

1. To Complete The Entrepreneurship Syllabus

The main purpose of preparing the business plan is to complete the entrepreneurship syllabus. It is a group work and functioning as an exposure to the customers about the business field

2. To apply The Financial loan

Generally the financial company and some of the agencies or the related government department stated that the applier could apply the financial loan from their organization or institutions but a working business plan must be prepared for the purpose. This is important because they can analyze, inspect, asses, classify and make documentation on it and finally, process then application whether it is accepted or not

3. To Apply Government Land

Land is highly needed in certain cases such as accommodation development project the development of forest crop project or others.

4. To Apply Permits , Licenses and Passes From The Legal Force

Some of Ministries Department or Government Agencies has condition that any application from any organization, persons, business entity or companies that need passes licenses or permit from them a working business plan must be prepared.

5. To Attract Any Partners or Investors Interest

Some of the business or companies who want to get a partners or investors to obtain support for the venture also have to prepare the working business plan. This is important for the research to convince venture capitalist, investors order to raise capital and get support. The working paper is an important and bankers in order to raise capital and get support. The working paper is an important part influencing the partners or investors about the potential in.

Manager of Financing Department

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Dear Sir,

Reapplications for loan

Regarding to the subject above, we would like to apply for loan from your bank for around **RM 500,000**.

2. The main purpose of this loan is to detrain the expenses and as an additional capital for our business that will operated soon. For your information our type of business is Trading Company.

3. We hope that you will put our application under consideration. We would be grateful to give further information about our business for your further inquiries. We here by enclosed our business plan for your reference.

Thank You.

You're sincerely,

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(MOHD ZULHAIRI BIN YUSOFF)

Director and Operational Manager Fruit Tales.