



اُونِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS ADMINISTRATION  
DIPLOMA IN BUSINESS STUDIES  
(BA111)

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)

**SUPERTIVE ENTERPRISE**

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Prepared to:

Sir Mohd Najmie Bin Osman

Date of submission:

23 December 2019

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## LETTER OF SUBMISSION

Diploma in Business Studies (BA111),  
Faculty of Business Administration,  
Universiti Teknologi MARA Cawangan Kedah,  
08400 Merbok,  
Kedah.

21st December 2017

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Sir Mohd Najmi bin Osman,  
Lecturer of Fundamentals of Entrepreneurship (ENT300),  
Universiti Teknologi MARA Cawangan Kedah,  
08400 Merbok,  
Kedah.

Dear Sir,

### **Submission of the Business Plan (ENT 300)**

According to the title above, we would like to submit our business plan on the name of Supertive Enterprise consist of all the detail, example, document and the following procedure.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing, and operation aspect plus all other information regarding the business plan.

Thank you,

Yours sincerely

.....  
(ANIS AIMAN BT MD ZAMBERI)  
General Manager

## **ACKNOWLEDGEMENT**

In the name of Allah, The Most Gracious, The Most Merciful.

Praise be to Allah, Lord of the Universe who give the blessing and strength to complete the project paper for our group assignment. Peace and prayers be upon His Final Prophet and Messenger Muhammad the ideal role model for human beings.

We would like to take this opportunity to thank our lecturer, Sir Mohd Najmie bin Osman for his support and advice in the completion for this group business plan assignment. We very appreciate what have he done throughout explaining to us about this business plan assignment. May Allah reward him for all his efforts for teaching us subject Introduction to Entrepreneurship (ENT 300) for our last semester in UiTM KEDAH.

We would like to extend our deepest gratitude and special thanks to all who have directly and indirectly guided us in the writing this project paper. We express our deepest appreciation to our beloved parents, families, friends and colleagues for their continuous encouragement. We really appreciated all of the support from all, thank you.

## Chapter 1 Introduction

### 1.1 Introduction of The Business

Name of the business	: Supertive Enterprise
Nature of business	: Sports and Recreation
Industry profile	: Supertive Enterprise is a business that based on sport and recreation. Supertive Enterprise begins its operation on 22 February 2020 which is located at Jalan Kledang, 31450 Ipoh, Perak. Next, their target market is teenager and adult. Supertive Enterprise consists of six (6) partners. The price range that Supertive Enterprise offer is only between RM5 – RM20.
Business location	: Jalan Kledang, 31450 Ipoh, Perak
Date of commencement	: 22 February 2020
Factors in selecting the proposed business	: a) Educate people to live in healthy lifestyle. Based on article from Bernama stated that Ex Minister of Youth and Sport, Khairy Jamaluddin Abu Bakar said Malaysians in general have yet to practise a healthy lifestyle. This is because only 40 percent of Malaysians adopted a healthy lifestyle by making sports as a culture.