



**UNIVERSITY TECHNOLOGY MARA MUKAH CAMPUS**

**REPORT FOR ENTREPRENEURSHIP**

**(ETR 300)**

Prepared by:

<b>MOHAMAD AZAHAN BIN MOHD OTHMAN</b>	<b>900119135521</b>
<b>MOHAMMAD EKHSAN BIN ABDULLAH</b>	<b>900815137379</b>
<b>SUDIMAN BIN KAMIS</b>	<b>900524139083</b>
<b>JOSEPH KIMMY AK GALA</b>	<b>900323138033</b>
<b>ADDERLY AK SONTI</b>	<b>901006136901</b>

PREPARED FOR:

**MR SENIAN BIN MALIE, THE ADVISOR FOR THE ENT 300 COURSE**

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### *1. Name of the company*

We are going to form a business about sport facility and hope that it will be accepted by society. To start off, we would like to name it "D'BES ARENA".

### *2. Nature of business*

The nature of this business is to provide sports facility for the society. We are mainly providing them with a two standard-measure of futsal field. We also provide one multi-purpose field that can be used for other sports such as takraw, badminton, netball and volleyball. The field will also be ranged from multi-purpose, regular and synthetic. What makes us unique and different from others is that our facility is the most up-to-date equipment, for example synthetic field. We also provide changing room, shower, and café to make the customers feel comfortable. The rent is also affordable for them.

### *3. Industry Profile*

We are providing sports service towards the society, especially for people in Mukah. According to research, providing a sport facility is still new in this country. Futsal is a fast-growing sport that slowly becoming interest and hobbies of peoples, especially teenagers. Not only men, women also can play this game. So, a huge amount of facility is needed so that we can support people to have a healthy lifestyle. Government also provided indoor arena, such as Kementerian Pembangunan Sosial dan Urbanisasi (KPSU) but it is insufficient. So, we would like to take this opportunity to fulfill their needs and desire to have more sport facility to be built in our country.

*4. Location:* The location of our business is Jalan Oya-Mukah, subplot 2498, 96400 Mukah.

### *5. Factors in selecting the proposed business:*

There are many factors that encourage us to open up a sport facility in Mukah. First, there's only one indoor stadium in Mukah. Therefore, there is not many competitors that will compete. Second is to provide facility to local people in Mukah area. By doing so, they can spend their time on useful activity, especially for teenagers. We also want them to practice healthy lifestyle. Rather than wasting their time, they can enjoy sport. Last is to gain profit. We need to make money so that we can provide a good facility and can maintain our business.

### *7. Future prospects of the business:*

The future prospect of the business is mainly teenagers. But we also open our business to every level of ages and genders residents to become our potential customers.

### *8. Purpose*

The main purpose for us to run this business is to earn profit. Other than that, we provide a standard-class sport facility for the resident around Mukah. From the customer's point of view, the existence of this facility can help them to spend their leisure time in more beneficial ways. Indoor sports nowadays have mainly become people interest. Therefore, were taking advantages from this situation to make profit.

## **BUSINESS OVERVIEW**

Here, we are providing you the future design of our business, which is the futsal stadium we are going to build:



## **2.0 Administrative Plan**

### **2.1 Introduction**

The administration of D'BES ARENA is an important base from which the business routines are maintained and controlled. More often than not, the administration section has helped D'BES ARENA to manage the overall business objective and goals. General Manager is often housed in this section and manages the overall business routines and strategies from this point.

### **2.2 Organization Mission**

As the popularity of the indoor game continues to grow at an exponential rate, easy and affordable access is quickly becoming a necessity of life. D'BES ARENA provides communities with the medium to do indoor sports enjoy football or sport games, and share internet experiences in a comfortable environment. Besides that D'BES ARENA goal is to be the largest indoor arena operator in Mukah town by promoting healthy culture and entertainment information services.

### **2.3 Organizational Vision**

D'BES ARENA had a vision which may help and improve the company's performance so that this business will run smoothly. D'BES ARENA vision is stated below:

**“TO OPERATE IN A RESPONSIBLE MANNER AND PROVIDE EVERYONE IN  
MUKAH TOWN WITH ACCESS TO DO SPORT EASILY”**

D'BES ARENA has objectives to be completed. The basic foundation for the business to be successful and beneficial in the future is the objective of the company. Therefore to help organization to achieve their goals the objective must be clear and definite. D'BES ARENA objectives are to become number one the “Best Indoor Arena” in the Mukah area by the local sports lover. In addition, D'BES ARENA also wants to turn in profits from the first month of operations and maintain the company gross margin.