



اُونِيُوَرْسِيْتِي تِيكُونُو لُو كِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN: MOCKINGJAY FUTSAL CENTRE

EC 110 6B



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DATE OF SUBMISSION:

23 MARCH 2015

PREPARED FOR:

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Sarawak.

21 FEBRUARI 2015

Dear Madam,

ENTREPRENEURSHIP BUSINESS PLAN

As partial requirement of the ENT300 – Fundamentals of Entrepreneurship subject, we are obliged to submit a Business Plan to you.

2. For this purpose, we have decided to take the futsal centre service through our company MOCKINGJAY FUTSAL CENTRE. We chose this type of business since there is plenty of business opportunities and potentials in this business in the area of Semariang and residence area. Besides that, these areas are populated and one of the main road which connecting people from Matang and Semariang, and also there is no other futsal arena available near the area which is a bonus point to our company.

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Acknowledgement

Assalamualaikumwarahmatullahhiwabarakatuh.

First and foremost, we would like to thank to Allah S.W.T. Most Gracious and most Merciful, for giving us the strength and ability to prepare and finished this proposal successfully. Without the consent of Allah S.W.T. we may not be able to complete our work correctly and in time. We also would like to take this opportunity to thanks all that had involved in preparing this proposal. All the ideas, guidance and advises from all of them had help us to solve our difficulty while completing our business plan especially thanks to Madam Esfarina Amiza Binti Morsidi.

And to all our special friends for those that helps and supports us, Insyallah we never forget all the kindness given from all of you. Apart from that, without your co-operation, we believe that we would have a lot of problems to prepare this business plan. Lastly, we hope that all the kindness given to us will get the blessing from Allah S.W.T. Thank you very much.

Wassalam



Muhammad Haniz Azahari Bin Muhamad Suhaili

1. INTRODUCTION

1.1 Name of the Company

Mockingjay Futsal Centre

1.2 Nature of Business

Preparing and providing futsal court facilities (futsal arena, futsal ball, court lighting and etc.). Provide good service and comfort for customers to enjoy and have fun while playing futsal. Speciality based on the theme of the business; comfort, vintage and quality.

1.3 Industry Profile

Futsal industry in Malaysia have been produce high quality of football players. Futsal is the mini game for the football and majority teenagers started to involved in these kind of sport by playing futsal. In Kuching, futsal arenas are very limited to be found because not enough futsal centre available. That will be our great opportunities to be one of the biggest futsal centre open in Kuching with a very few competitor in this business. We will work harder to improve our business quality to impressed customers and win their heart to visit our futsal centre by providing things like facilities and utilities that other futsal centre will not provide. We will also include a special offer to a regular customer that they will never reject which will make them satisfied with it.

1.4 Location of The Business

Jalan Layang-Layang, Kampung Semerah Padi, Petra Jaya 93050
Kuching, Sarawak.

1.5 Date of Business Commencement

1st January 2016