



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

SPORTS WORLD

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DIPLOMA IN CIVIL ENGINEERING

SEPTEMBER 2015

ACKNOWLEDEMENT

Alhamdulillah, we have finally completed our business plan. To be honest, none of us thought that we can finish this job on time but apparently we did and thank to Allah for giving us the strength and the will to get it done.

During the whole period of preparing this business plan especially during the final week before our presentation and before submitting this proposal, we went through a lot of tough times. We believe without one person that has been guiding us throughout this journey, we will not going to make it until the finishing line. That person is our tutorial lecturer Miss Philomina Francis. We would like to express our high gratitude for her delicate advices and guidance to us. Thank you very much. We also like to thanks our parent for their believe and thrust towards us and for their support..

Thank you also to all group members for their assistance and we would like also to thank to every single person who helped us directly or indirectly. Thank you so much

SUBMISSION LETTER

ENT 300 Students,
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Miss Philomina Francis,
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University Technology MARA, Sarawak,
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Sarawak.

Miss,

RE; SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sports World, I would like to submit our business plan to you for your further action. We are very grateful to receive all support and advices that you have been given throughout the completion of our business plan according to the time given respectively.

Our group's determination and eagerness towards ENT 300 (Introduction Entrepreneurship) have given us much fundamental knowledge on how to start our own business in the future basically after graduating. Hence, this might be for us a helpful experience since that it guided us towards understanding the long term strategies that can be taken into account when intending to open a business to public.

Your highly attention, guidance and cooperation had help motivate us and give us guidance on successfully completing the business plan. We are really grateful for all the support, afford and dedication you had made just in order of make sure that we enough knowledge to conduct this business project and we hope that you have all the blessing in this world for all the goodness you have given to us.

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1.1 INTRODUCTION

NAME OF THE COMPANY

An appropriate name we chose for our company is named to Sports World. The name indicates that the sports world is really popular nowadays especially futsal becoming a major sport to our company. Since this is the first time for us to venture into business, we will identify any weaknesses and our strengths in this business. In introducing our business to the outside world, we will provide facilities in futsal best ever provided.

Our company will operate in Kampung Semerah Padi, Kuching and we will be operational in September 2015. The factors why we would choose this business because we want to provide the most comfortable and best to play futsal.

This business gives us the opportunity to earn a substantial income due to high demand and a large population, especially the youth that love to play futsal. Planning for the future, we want our guests to be viewed by outsiders as FAM, FIFA and many other facilities that are used by the parties as a venue for prestigious competitions such as the Futsal World Cup, Futsal Cup Asia and SUKMA.

We are targeting this business will go a long way and opportunities of young people in the business world also indirectly produce young talents in the sport of futsal is able to represent Malaysia to play on the world stage.

We will work hard to give the best service to our entire customer. We also target to open more branches in Sarawak, Sabah, and Peninsular Malaysia. Furthermore, we also want to open our own futsal club and sent them for training and more competition