



UNIVERSITI TEKNOLOGI MARA SARAWAK

SPOT ON SPORT ENTERPRISE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Cik Nur Shaiqrah Jaya** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



SADIT BIN TAHA

Pegawai Eksekutif

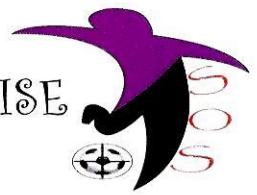
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1.1 EXECUTIVE SUMMARY

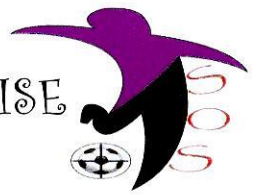
Spot on Sport (SOS) is the name of our company. The form of business that we operate is partnership, which consists of four members. Each member contributes several amounts of money as agreed in our agreement and each of them needs to obey the agreement. The business activity that we run is providing a sport center mainly focus on futsal and badminton. The location for our business is in Kota Samarahan.

All the partner are entitled to participate in the business management, which the partners had agreed that Muhammad Ammar Zafri Bin Zainuddin as the General Manager and the Administration Manager, Mohd Hamirul Bin Mat Noh as the Marketing Manager, Florence Lindan anak Tawie as the Operating Manager and Mohd Huzaimie Bin Ismaili as the Financial Manager.

The company are entirely own and manage by the Bumiputra. The company will be located at Kota Samarahan. The reason we choose this area is because the place is very strategic. As we know, Kota Samarahan is a will become a well develop area in the future and in this area, it is consist of many education institution, which includes schools, universities and other public and private institution. Besides that, this area also consists of many government departments and it also has many residential areas surround it.

The General Manager is responsible in controlling, leading, organizing, and planning the overall business. Muhammad Ammar Zafri Bin Zainuddin is the owner and leader of the company. He also acts as the Administrative Manager for this business. He very interested with youth and for him sport and youth are always uniting, he willing to sacrifice his previous work to open a sport center. The management will be lead by him and assisted by his management team.

. The second member is Mohd Hamirul Bin Mat Noh as marketing manager, who is responsible in preparing marketing plan that includes identifying the target market share, develop sales forecast and develop marketing strategies. He will be a person that promote and advertising the company toward youth because he has the ability and capability to communicate well and has excellent ideas in order to create attraction toward the public people. The third member is Florence Lindan anak Tawie



1.6 INTRODUCTION TO BUSINESS PLAN

Nowadays, sport such as futsal, football, tennis and other sports give influence in our society's daily life. We can see that there is a big chance, prospective and potential if involving business in sport industries. Finally, our group of company reached an agreement to create our business to provide the futsal center and also other services such as Wi-Fi to customer. We choose Kota Samarahan as the area to set up our business which is the sport center because this town has a large market and the demands of people are higher. This condition will generate opportunity potential for our business to compete with other companies.

Our company believes that this business activity can expand and develop very well if we make very excellent strategies in order to attract the customer's attention. Before we start our business we had to count the risks as competitors, economic downturn, changing of timeline, demand of people and population size.

For financial perspective, we always well prepared in order to face unpredictable conditions and actions. In order to run our business we went through some legal stages. Kota Samarahan is the best and favourite place to achieve our business goals and objective.