

**ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN:
SPORTIVO ARENA**



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**DIPLOMA IN SPORT STUDIES
FACULTY OF SPORT SCIENCE AND RECREATION**



1.5 SUBMISSION LETTER

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1 APRIL 2011

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sportivo Arena, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

2. Our group's perception towards ETR300 (Fundamentals of Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

1.1 ACKNOWLEDGEMENT

First of all, we would like to thank to all the group members, for giving the strength and ability to prepare and finished this proposal successfully. Without every each of members help we may not be able to perform our work properly. 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 them had help us to solve our difficulty while completing our business plan especially thanks to Ms. Nurashikin Nazer, our lecturer for course ETR 300 that never end giving us support and knowledge.

And to all our friends from the same part and other students from other faculty those help and support us. We never forget all the kindness given from of you all. Without your co-operation we believe that we would have a lot of difficulty to organize this business plan. Thank you.

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1.0 INTRODUCTION

We have resolute to start a company that consists of five (5) shareholders. Each of them is appointed base on their knowledge and skill such as General Manager, Operation Manager, Administration Manager, Financial Manager and Marketing Manager. The purpose of choosing the business is to serve customers around Kota Samarahan with popular sport such as futsal. This is because the people must have a good fitness level and enjoyment for their life to make sure they have a good life and stay healthy.

Our proposal is to help entrepreneur serve as a guideline to the organization in order to accomplish any business's movement. Besides that, it is use to persuade certain party for instance the bank in order to give a business's loan. Thus, as a measurement in determining either the business is profitable or else.

We hope this proposal can give more advantages especially to us. As a company that based on the services, operational and marketing plan are important for the guidelines how to implement activities and work with competence and increasing the company sale. We are concentrating in Kota Samarahan area about 593.9 KM² as target marker.

Our prices are reasonable and quite cheap in order to attract customer. The fair price strategy that we implement will set the overall to decrease as the sales increase and this will lead a long term profit.

Finally, we are expecting to start our business operation on January 2012 because we want to ensure that everything is carefully planned by that time we hope that we would attract the attention of student and employees.