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ARAU CAMPUS

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING

EC110

ETR 300 (ENTREPRENEURSHIP)

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DATE OF SUBMISSION: 12 SEPTEMBER 2002

**GOLDEN Q SNOOKER
CENTRE**

1.0 EXECUTIVE SUMMARY

Since the early days, business is the most important role in a human life. History had told us that economics is an important tool of civilizations. Day by day, there are many new type of business appears in our daily life. Although there are many types of business in our world, we choosed to open a snooker centre business. In business, the name of the company is an important thing to consider. After discussing, we had agreed to give the name of our company, 'Golden Q Snooker Centre' or GQSC.

The nature of GQSC is mainly to provide a snooker venue and utilities for those who want to play it. Besides that, GQSC also can be a place for clubs or associations to organized a snooker tournament. As we all know, snooker is an international games and being played all around the world. It is also being held in many events including the famous Olympic games.

Nowadays, sport industry has evolved into an important industry. Sports have become a part of human life and from that point, many opportunity and profit can be found. In Malaysia, snooker has become a well-known sport mainly among the youngsters. Snooker has become a weekly routine to many people especially those who lives in the city. Although there is many snooker centre in Malaysia, the amount is still insufficient. Therefore we had encountered that snooker centre is a good and well profit business.

Location of business is an important aspect in business planning. In order to achieve success in business, a strategic location for business must be choose. If a wrong location is choosed for business, businessman will suffer the consequences like loss and bankrupt. There are many strategic locations in Malaysia. However our company has agreed to open GQSC on a shopping lot in Central Square Shopping Complex, Sungai Petani, Kedah Darul Aman. GQSC have identified several advantages opening our business there. Firstly, because Sungai Petani is a strategic place for business.

Sungai Petani is well developed and has a lot of business operation. Many people, including those from other district came to Sungai Petani for many reasons like working, shopping, eating, banking and others. Secondly is because Sungai Petani is a large city in Kedah after Alor Setar. It is then expected that population of Sungai Petani will grow

and at the same time increase our business opportunity. Other reasons why we choose Central Square Shopping Complex at Sungai Petani because it is located near the residential area. Therefore many people especially adults and teenagers can release their tension by playing snooker at GQSC. At Central Square shopping complex, our company had choosed two shop lots at fifth floor to open GQSC. This will provide a larger space for customer to play snooker.

Time of business is also vital and important in strategizing a business. To succeed in business GQSC must choose a right and correct time to start business. Our company cannot start business too early because there is many procedure in starting a business, furthermore we must consider many thing first. Our company also cannot start business too late because competition, economic condition and business opportunity will change varies to time. So, after considering several aspects and discussing with our shareholders, GQSC has decided to open our business starting from January 2003.

All business has their own factors in the selection of the proposed business. GQSC also has several factors on why we select to open a snooker centre. Firstly, we admit that it is because of good profit. In opening a business, the main purpose is seeking profit. We choose snooker centre business because it provides better opportunity to success in the world of business. Secondly, our company has find out that there is not enough number of snooker centre in Sungai Petani to provide the service. Lastly, it is because we want to help to introduce the game of snooker to the society. Many people have heard and know about snooker, but not all of them know about the rules and how to play it. So by opening the snooker centre, our company can let the people know about this interesting indoor game.

This snooker centre business has a very good prospect in the future. Our company believes that snooker will always be played. On the same time GQSC can run continuously and provide a better utility from time to time. We also can expend our business at other places in Malaysia. Lastly, our company hopes that GQSC can improve the sport of snooker and snooker can made our company excel in the future.

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