



UNIVERSITI TEKNOLOGI MARA

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CAMPUS SAMARAHAN II

DRAGON FUTSAL CENTRE SDN BHD

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## **GENERAL INTRODUCTION**

These are the terms and conditions that general manager have to fulfill which require the involvement of effort and precision of producing our goods. Without such conditions, the business cannot run properly and organization goals will not be achieve. These conditions must be achieved in order for the business to take positions in first place.

Firstly, the organization has to attain business or trade license from the related authorities due to the organization's location .The organization must be registered and recognized by the particular departments of government.

Secondly, the need and demands of the clients are to be recognized in order to satisfy them. This will be achieved by producing high quality of services that interest all parties . When these requirement are fulfilled, the organization can maximize the profits from the business and increase the number of clients.

Thirdly, all of the machineries, equipment and materials will checked and re-checked to ensure there are no damages on the equipment to avoiding any risk to customer's safety during operation service. This is important not just for gaining clients, but also in order to sustain the trust and the existing numbers of clients. It is their rights according to the law to enjoy the best quality services from the providers, and must be treated in proper order.

Fourthly, in order to run an organization, a sufficient amount of human resources in needed in order to produce exercise program of high quality standards and maintaining the main workplace in the long term of services. The workers must have qualification needed, experience, have a wide knowledge on producing goods and handling.

The stated conditions need to be prepared beforehand starting the business. All the major aspects of planning have to consider in order ensuring proper management of the business in obtaining the goals of the organization.

## **NATURE OF BUSINESS**

Our nature of business consists of:

### **1. Dragon sport centre provides venue for futsal game for recreational purposes.**

We “Dragon Sport Centre” provides venue for sport activities, which is futsal sport. We also provided venue for futsal tournament or customers can pick Goals Sport centre to organize futsal tournaments.

### **2. Our facilities included futsal court only.**

Dragon Sport centre are provides 6 courts of futsal sport. They will be have 1 white board for each courts.

## **PURPOSE OF THE BUSINESS PLAN**

The business plan is prepared for various reasons. Some of the reasons are:

- 1. Limited Futsal Sports Centre.**

There are limited futsal sport centre to cover up all people within this Samarahan area. There only 2 others futsal sport centre in this area, most of venues is located at Kuching which is far and hard for customers to find it.

- 2. High demand from customers.**

We know that within this Samarahan district there are lots of people that will always looking for sport and recreation.

Customers will always come to sports centre after working time of on weekend.

- 3. High in market share.**

Since there are two competitor or two place only that available in Samarahan district. Therefore , the market share is higher even its only consider represent 10 % share.