

Business Plan Proposal:

Ale Ale Sport Center

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EXECUTIVE SUMMARY

Business name of our company is Ale Ale Sport Center which located in Kota Samarahan. The business is in form partnership which consist four members. Each partners has contribute the same amount as initial capital which is RM 20 000 per partner except one partner that contribute RM 30 000 as initial own capital which is General Manager.

All partners have give full attention to the business and entitled to participate in the business management. We agreed that Nurul Shahrezan Nor Azlan as General Manager of Ale Ale Sport Center, Nurul Shahreeha Nor Azlan as Marketing Manager, Zafirah Mohd Zakaria as Operational Manager and Hernyzawati Rani as Administration Manager. Because lack of manpower, we majority decided to responsible Nurul Shahrezan Nor Azlan carries two duties which is General Manager and representative of Financial Manager. The selection of the position is based on education, skills and experiences they had in previous hiring.

The management team will be lead by General Manager and assist by all managers especially in deciding the business decision and financial matter. General Manager is responsible in planning, organizing, leading and controlling Ale Ale Sport Center business. Marketing Manager is responsible to plan the marketing strategies, identifying customer's needs and demand. Marketing Manager also is responsible to identifying nearer competitors and analyse their business strengthness and weaknesses. Other than that, Marketing Manager also needs to determine and estimate the target market, market size and forecast for future market. Operational Manager is responsible in job task related with business operation. She needs to supervise and coordinate during the operation of the business. She also the person whose decide to purchase futsal equipments and materials. Moreover, Administration Manager is responsible to carry out administration duties such as arranging the remuneration schedules of salary. Financial Manager will be handling on financial matters such as preparing the allocation budget for expenses for all managerial departments. She also will control the money flow of the company.

1.0 INTRODUCTION

1.1 Name of the Business

The name of our company is Ale-Ale Sport Center. The reason why we choose the word is because 'Ale Ale' shows the football spirit, which Malaysian used to use the word in football match. The company name is actually been chosen in randomly by business partner and there is no objection from others in selecting the name.

1.2 Nature of the Business

Regarding the football concept, Ale Ale Sport Center was actually futsal rental business. We promote and provide sports and health care since youth tend to spend their leisure time with playing futsal with their colleagues and friends. In addition, our target user is students and worker in range from 18 years old to 31 years old, so that they choose futsal sport as their favourite hobby an after-class which is from 8.00 pm.

We take this big opportunity to open up the business which gives our priority to customers by providing them a good futsal center. We also want to help them to develop and greater their skills aside gaining a profit from the business. We choose the strategic location which nearby with universities, for example; Universiti Teknologi MARA (UiTM), Universiti Malaysia Sarawak (UNIMAS) and Institut Perguruan Tun Abdul Razak.

4.0 PARTNERS BACKGROUND

Ale Ale Sport Center has four contribution which are General Manager, Marketing Manager, Operational Manager and Administration Manager. Because lack of staff, General Manager carries two responsibilities which are as General Manager and a representative as Financial Manager. General Manager has different amount of own capital from others managers. It is because General Manager is the head of business partners and she has a veto right in making decision. All partnership carries different duties in managing Ale Ale Sport Center, and hold different skills, education and experience in previous time. To ensure that all members are loyal and faithful with Ale Ale Sport Center, a partnership agreement was approved by all members.