



UNIVERSITI TEKNOLOGI MARA

ENTREPRENUERSHIP (ENT 300)

BUSINESS PLAN FOR BIG SHOW & CO CINEMA

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Dear Mr,

Submission of Business Plan

Referring to the matter above, Big Show & Co Cinema would like to submit the business plan for your analysis and references. Big Show & Co Cinema would start our business with partner and address mentioned below:-

Details of partners are as follow:-

Murvyn Chundi anak Michael	2012410802
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Mohd Noor Fariswan bin Abdul Hamid	2012838756
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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Marketing Manager, Operation Manager, Administrative Manager and Financial Manager. The business capital is amounted to RM 315,000 where the total contribution of each member is RM 35,000 and the rest is from the CIMB Bank Bhd loan.

BIG SHOW & CO CINEMA is a company related to movie screening or cinema. Our market focus is for teenagers and family around Kuching.

Our business will be expected to commence on 2015 and our vision is to create a harmonious, productive, profitable yet new cinema environment. Also, our vision is to be a trademark in Kuching, where people would think of “The Big Show”, the famous open-air cinema in town, whenever they heard of Kuching. This will be realized by the full cooperation and efforts among the partners to promote this company.

Based on the objectives above, we are venturing into movie screening industry. Movie screening or cinema has the potential of being a profitable business if it's done in new way and systematically managed.

We will expect that our business will become developed in the near future because the demand for entertainment is high and not many cinemas use outdoor cinema system and this is the first outdoor cinema in Kuching. This will give more advantages for us to make our product more profitable and stable in the long run.

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code ENT 300.

Special thanks to our parents for their moral and financial support in making this business plan. This business plan has been prepared with the cooperation and support of many people. Besides, not to be forgotten to both our lecturers which are MS. ARDIANA MAZWA and our second lecturer MR. ABANG SULAIMAN ABANG SALLEH for their kindness in helping us during the process of completion of this project work. They have given us a good service by providing useful information to us. Without them, we would not be able to complete this business plan.

There are a lot of challenges that we have to face such as finding the material suppliers and machine capacity for our project. Besides, we also go through a lot of procedures.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.