



UNIVERSITI TEKNOLOGI MARA
SARAWAK, KAMPUS SAMARAHAN 2

FUNDAMENTAL OF
ENTREPRENEURSHIP
(ENT 300)

THYMES SPORT CENTRE

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**DIPLOMA IN OFFICE MANAGEMENT AND
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NATURE OF BUSINESS

Our nature of business is to provide facilities and services for futsal sport center.

Our company provides venue and facilities for futsal sports including courts, goalposts and appropriate futsal balls. We are also improving futsal industry in Kota Samarahan which has 157,792 populations. Our business is provided the high quality of futsal court that will make our customer satisfy with our services. By providing good service the customer will come to our futsal center. Besides that, we are providing good futsal facilities that will attract our customer to come to our futsal center.



FACTORS OF SELECTING THE PROPOSED BUSINESS

There is some reason why the business plan is prepared. The following reasons are:

1. High demand from the customers

Futsal is one of the famous sports in Samarahan. Therefore, we are using this opportunity to running a business on futsal sport center.

2. High in market share

The potential of market share in Samarahan area is higher which is represent 5 % share even though there are 3 competitors that provide the same services as our company.



FUTURE PROSPECT

Since our main target is to be an excellent company among futsal sport centre, these are the following prospects in future:

1. To be a market leader for futsal services and facilities in Kuching.

Our goal is to achieve target market in Samarahan. Therefore, we will have to compete with others company to gain this goal.

2. To increase the quality and quantity of our services and equipment.

In this case, we will ensure our customers enjoy with our services and make sure the equipment provided is more than enough.

