



**UNIVERSITI TEKNOLOGI MARA SARAWAK
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**DRAGON BOWL CENTRE
BUSINESS PROPOSAL**

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GROUP: AMD5P1

PREPARED FOR:

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LECTURER ETR 300

SUBMISSION DATE:

14TH APRIL 2008

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DRAGON BOWL CENTRE

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Mr. Mohammad Sapawi Jamain,
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7 April 2008

Sir,

Re: Submission of Business Plan

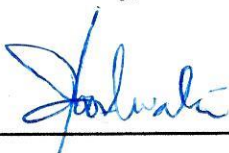
As stated above, I, Noor Arwadina Tajuddin, as a General Manager of Dragon Bowl Centre and also as a representative for my group members, would like to submit our business plan for your evaluation and further action.

2. We feel very motivated in doing this project because it gives us a clear definition and wide introduction about the fundamental of starting a business. It will also give us many advantages, such as knowledge and experience that will be useful for us when we want to develop our own business in the future.

3. Dragon Bowl Centre members would be glad if you wish to have us present our Business Plan for better understanding and considerations. All your attention and support towards our Business Plan above greatly appreciated.

Thank You.

Yours sincerely,



(NOOR ARWADINA BINTI TAJUDDIN)
General Manager of Dragon Bowl Centre.

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Samarahan, our group decided to specify our business in provide services and dealers of bowling centre. Our group has come up with the business plan of partnership whereby our organization's name known as Dragon Bowl Centre.

In trying to establish this business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance a seriously taken into consideration and planned properly. This is the main machinery of our business organization and it should be accurate in all aspects of administration, operation, marketing and financial.

The administration part deal with the administration budget including the chart of the organization, remuneration table, job description, and so on. However, most of all, our goals and strategies that tell us more about the organization, told in this part of the business plan clearly. Administration executive is responsible in smooth day-to-day duties and aware of current rule and regulation made by the local authority and State Government. Besides that, welfare of the other workers should be taken carefully and ensure that all their salaries and benefits such as in contract of services are accordingly.

The marketing and operation plan are carefully handled in order to obtain maximum profit. It is important as these are the factors that determine the percentage of profit and the allocation of market share in bowling services, which eventually affects both operations and marketing. Sales forecasting also provided and further information is explain briefly. Besides that, these also show the organization's strategies of promotion and the operation process regarding to operate and provide better services to the entire customers. The ability to attract the customers and fulfill their demand is main responsibility of marketing executive we expected.

ORGANIZATIONAN INTRODUCTION

After great efforts made by the team members to explore the business opportunity, we decided to come out with this business plan. Our organization provides bowling services and training for customers. The reasons we choose this type of business are that because, in Kota Samarahan, there is good potential for business and rapidly develop area. The numbers of population also increase and become one of the futuristic towns soon. Having three educations institutes and the number of student are increasing from time to time, become the major reason we choose Kota Samarahan. Furthermore, students and lecturers from around Malaysia are move to this area and our services may attract them as we are the only one bowling centre in Kota Samarahan.

To become successful bowling centre, we have come out with proper planned in order to give great customer services. Every of the manager will be given specific duties to ensure that day-to-day operation are perfectly conducted. To smooth the management process, duty roaster for every manager is perfectly manage. This is to ensure that each day, one manager would responsible to the daily business operation, handles all customers' complaints, and needs during that day. Therefore, the other managers would able to concentrate on their own responsibilities and job.

Finally, the premise use for the business must fulfill all the requirements, rule and regulations of the local authorities. This is to ensure that the security aspect is in good conditions and not against the law and by-law made. Therefore, its covered the aspects such as fire safety rules as stipulated by the Fire and Rescue Department, whereby the premise must have fire extinguisher, first aid kit and all the machinery used approved by Sirim.

Hopefully, through this proper business plan, we expect to be able to give good services to or customers, and give an example to other Bumiputra by involve in business. Government has given many privileges to the Bumiputra and that need to be used as a platform for us to success in business and able to develop our socio economic overall.