



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN:

KABY BADMINTON COURT

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8 AUGUST

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, KABY Badminton Court, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Due to the completion of this project, the team had gathered many ideas and I personally felt that, this project could be realized one day. To become the real entrepreneur one day, it can be easy with the existence of the team spirit as what our team did and the

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1.1 EXECUTIVE SUMMARY

The name of our company is KABY Badminton Court. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is badminton court service which our concepts are healthy and active. Our business operation is at 2 p.m to 1 a.m on weekdays; 11 a.m to 1 a.m on weekends and close during public holiday.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Abang Nasiruddin Bin Abang Mohd Khalid is our General Manager and Financial Manager, Abdul Rahman Bin Abu Bakar is the Administration Manager, Ammar Zaqwan Aizzad Bin Yunus is the Operation Manager, and Nurzirah Binti Ayup as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.3 INTRODUCTION TO BUSINESS PLAN

KABY Badminton Court is a partnership business which ventures and major with the services of badminton court. The badminton court can be simplified in words as the giving service like playing badminton to consumer. The business is in form of enterprise which consists of four shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. The plan made for this business is because of the increasing potential and demand of badminton.

In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

Besides that, we also provide a cafe that serves drinks. The objective of building up the small cafe at the KABY Court is to create a place where the customers especially the teenagers can relax and spend their free time in a positive and healthy way. Teenagers can make the cafe as a medium to socialize and spend time with their friends. Plus, they can even watch badminton game from there.

Before deciding to create the business, survey and analysis are done to reveal the potential of this business. The population and lifestyle of the people, especially the teenagers in Samarahan will lead KABY Court to be the choice for the teenagers and thus, make the business profitable.