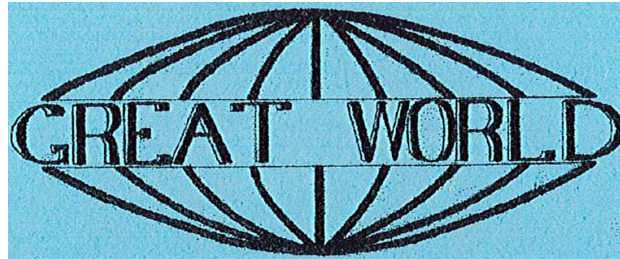


ENTREPRENEURSHIP

ETR 300



GREAT WORLD SPORTS HOUSE

BOX 021, G 02 - G 03, GROUND FLOOR, IPOH PARADE,
JALAN SULTAN ABDUL JALIL, GREENTOWN, 30450 IPOH, PERAK.

PREPARED BY :-

KHAIRUL FAIZI ABDUL HADI
98093173

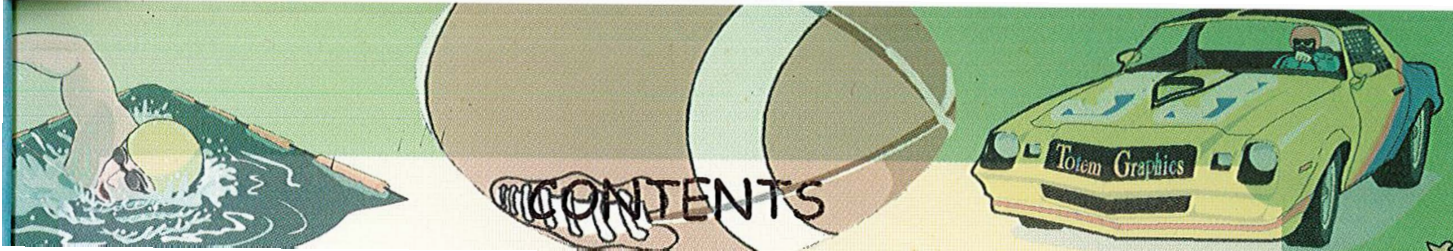
KU MOHD ZAIDI KU MOHD ZALAI
98093198

ZALIHA SULAIMAN
98093644

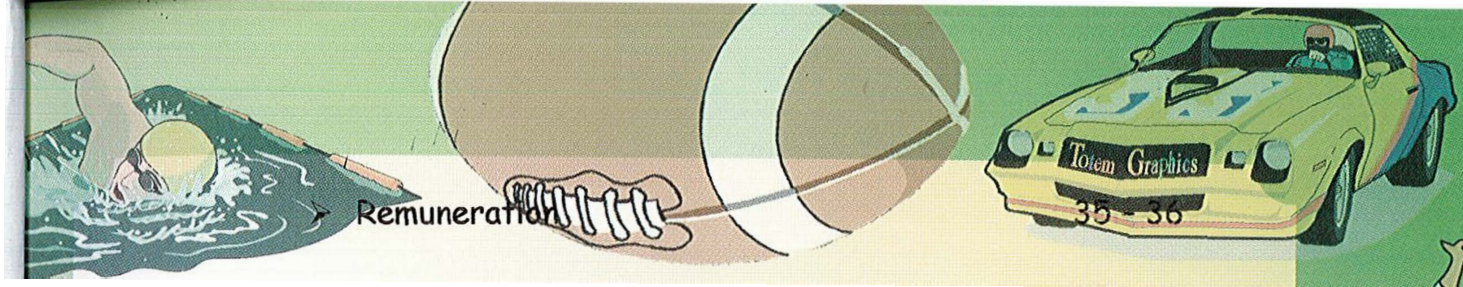
RUSLINAWANI IBRAHIM
98092495

NUR ADILAH BAHARUDDIN
98093445

DATE :
05 OCTOBER 2000



| | PARTICULAR | PAGE |
|----|---------------------------------------|-------------|
| | LETTER OF STUDENT UITM SUNGAI PETANI | 1 |
| | LETTER OF PASSED UP BUSINESS PLAN | 2 - 3 |
| | CONTRACT AGREEMENT | 4 - 6 |
| | EXECUTIVE SUMMARY | 7 - 8 |
| 5. | INTRODUCTION PLAN | |
| | ➤ Introduction | |
| | ➤ Purpose Of The Business Plan | 11 |
| | ➤ Background Of The Business | 12 |
| | ➤ Equity Contribution | 13 |
| | ➤ Business Logo & Meaning | |
| | ➤ Background Of The Shareholder | |
| | ➤ Location Of Project | 26 - 29 |
| | ADMINISTRATION PLAN | |
| | ➤ General Business Description | 30 |
| | ➤ Organizational Chart | 31 |
| | ➤ Job Designation & Number Of Workers | 32 |
| | ➤ Job Description | 33 - 34 |



- Remuneration
- List Of Office Furniture, Fixtures & Fittings 37
- Office Structures 38
- The Administrative Budget 39

MARKETING PLAN

- Introduction To Marketing Plan 40
- Introduction To The Product Or Service Concept 41
- Target Market
- Market Size
- Competition
- Market Share
- List Of Price
- Sales Forecast
- Marketing Strategies 62 - 70
- Marketing Budget 71



8.

OPERATIONAL PLAN

- Introduction To Operational Plan 72
- Process Flow Chart
- Operation Hours



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

Universiti Teknologi MARA
Cawangan Kedah
Peti Surat 187
08400 Merbok
Kedah Darul Aman

Tel: 04-457 1300
Fax: 04-457 4355

Surat Kami : 500-KDH(MEDC. 15/2/1)
Tarikh : 27/07/2000

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Khairul Faizi B. Abdul Hadi
2. Ku Mohd. Zaidi B. Ku Mohd. Zalai
3. Nur Adilah Bt. Baharuddin
4. Ruslinawani Bt. Ibrahim
5. Zaliha Bt. Sulaiman

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN

Koordinator
b/p. Provos

EXECUTIVE SUMMARY

Our business name is GREAT WORLD SPORTS HOUSE. The concept of our business is sport. We choose sport because of it has a potential development in our country. For example our country, Malaysia had succeeded to organize the Commonwealth Games 1998. Therefore, our country also had given a support in sports industry.

Our business is a partnership. There are 5 partners in the business. The General Manager is Khairul Faizi b. Abdul Hadi, the Administration Manager is Ku Mohd Zaidi b. Ku Mohd Zalai, the Marketing Manager is Zaliha Sulaiman, the Operational Manager is Ruslinawani Ibrahim and the Financial Manager is Nur Adilah Baharuddin. Our business capital is RM 760,000. The General Manager has contributing a capital to the business that is RM 52,500, while the others partner are RM 39375. The loan that we get from Malayan Banking Berhad, 194 – 206, Jalan Sultan Idris Shah, 30000 Ipoh, Perak is RM 500,000.. All the partners have a quite good academic qualification and also have an experience in working. We also have 1 operation supervisor, 4 general workers and 1 driver.

The allocation of our business is at shopping complex Box 021, G 02- G03, Ground Floor, Ipoh Parade, Jalan Sultan Abdul Jalil, Greentown, 30450 Ipoh, Perak. . We choose the Ipoh Parade as our location because it is in the center of Ipoh City and it also quite popular for the majority population of Ipoh City. Our shop lot is in a strategic place because of it is in the ground floor and near at the main entrance for customer to come buy our product. It is also good opportunities to attract customer to come buy our product.