



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى رَسُوْلِكَ
UNIVERSITI
TEKNOLOGI
MARA

“ACTIVE ZONE SPORT”

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"BERSATU BERUSAHA BERBAKTI"

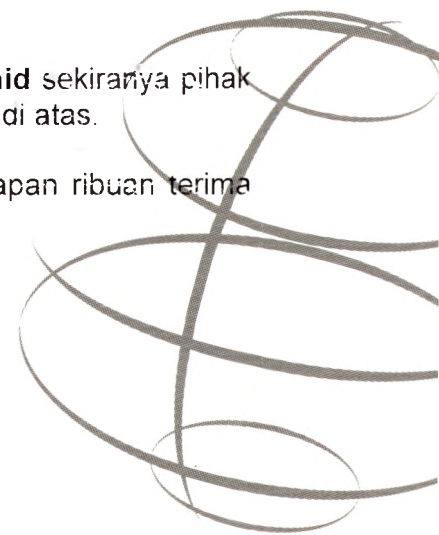
Sekian terima kasih.

Yang benar



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ACTIVEZONE SPORT

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1.1 EXECUTIVE SUMMARY

Active Zone Sport is the company name of the active zone sport company. This business is created by five members that are also acting as a manager to this business. By this we were agreed to contribute of some amount to starting the business. The main activities that are provides at here are futsal, badminton and also netball. We can promise that the courts that were provide by us, are the most standardizes courts. The customer satisfaction is the number one priority to us. Our business operation hours are between 10.00 am to 12 am everyday includes public holiday.

From the agreement of every members to form of the businesses, we are agreed and believe that Mr. Macdenver Dundang anak Emgkamat as a General Manager. Hafshah binti Pandi as a Administration Manager, Teresa anak Manggoi as a Marketing Manager, Mardiana Anyum Anak Empiang as a Operation Manager and lastly, Mac Aliter anak Ating as a Financial Manager. The selection of General Manager is based on the agreement among all the partners and elected is based on the capability, expertise, and experiences.

General Manager is to plan and monitor the strategic progress of the business. The Administrative Manager to organize and set up the organization administrative works and direction suitable to the company's. Meanwhile, Marketing Manager is to decide the services to be marketed and come up with efficient ways to promote the services to the public. The Operation Manager to ensure the business operations is well managed. And lastly, the Financial Manager to prepare financial report periodically.

1.3 INTRODUCTION TO BUSINESS PLAN

Active Zone Sport main activity is providing the good quality services to the customers. The quality services refer to the quality facilities and equipment. Our company provides the futsal court, badminton court, and netball court.

This business have five shareholders as a backbone to this business. All shareholders has agreed as stated in agreement. We have agreed this type of business entity as for the entire shareholders will gain their profit and losses accordingly to their ratio. By form of this business entity its will promote the entire shareholders to capitalize on their productivity.

Business Strategies

- Service
 - Provide netball court
- price
 - Different rate during school holiday and public holiday. Eg, Merdeka
- Place
 - Strategic place between Kuching and Kota Samarahan
- Promotion
 - Broadcast media, social network
 - Outdoor advertisement E.g.: Billboard/ electronic billboard
 - Banner
 - Publicity-emphasize free media attention in article, magazines, newspapers, TV or radio.