

# ***TABLE OF CONTENT***

★ INTRODUCTION	1-21
★ ADMINISTRATION	22-43
★ MARKETING	44-64
★ OPERATIONAL	65-79
★ FINANCIAL	80-91
★ APPENDIX	92-105

# **PREFACE**

*Assalamualaikum w. b. t*

First and foremost we thank and grateful to Allah S .W. T for blessing us to complete our business plan on the term and time.

Through business plan, we can get more information and knowledge especially about the Entrepreneurial concepts . A part of that there are so many experience and memories that lead our self to be more mature in the future. Of course there are many conjecture that make our self to be more productive and the main part is we create self-confidence and co-operate.

Furthermore, this business plan gives an overall view about a real business plan. Insyah-Allah in the future all the experience and knowledge we obtain here we may apply for future. We have sacrificed our precious time, money, energy just to give a commitment for preparation this business plan. We would have to apologize if there is insufficient information or anything else in our business plan.

Lastly, we hope that our business in the future will be successful and will be known by people from all over the world.

## **INTRODUCTION**

Exclusively Golf House is a partnership business which sell golf equipment and accessories such as golf bags, golf shoes, golf ball, iron (wood), sock, cap, apparels, umbrella, glove, windstopper, golf net, golf stackit and golf video lessons. Our business are form by five partners. There are general manager, administration officer, operational officer, marketing officer and financial officer respectively. One of main factor s why we choose this type of business is because the demand for the golf equipment and accessories is rising in the market nowadays. Therefore, there are wide opportunities to everyone especially the golfer to get the golf equipment and accessories easily besides go to the golf club, which is far.

## **TARGET CUSTOMER**

Our target customer is high-income level person and almost the golfer. Without doubt the interest and demand for the equipment and accessories is increasing in market nowadays.

## **MISSION**

- \* The major mission of the business is that we envisage Exclusively Golf House as the intermediate between the supplier and the customer. We try to be the excellent master planner, and we will try to show our best performance to satisfy customer and get the immeasurable profit to each good we sell.
  
- \* A part of that, to fulfill the government's exclamation to encourage bumiputra to get involve in the business sector. Then they may become the successful Bumiputra's entrepreneurs. Therefore this will improve the standard of living of bumiputra.
  
- \* We are responsibility for the laws which are govern by government, corporate citizen, socially environmentally and our dear customer. We will keep our reputation by implement our motto which is "customer always rights" and we will treat our customer with good faith.

## **STRATEGIES**

- The important element is the welfare of our customer must be highlight, to fulfill theirs wants and create good relationship with them.
  
- Try to create friendly communication and co-operation between management and staff.
  
- Try to manipulate the effective and efficient task to achieve magnificence.

## **PURPOSE IN PREPARING BUSINESS PLAN**

- \* As a guideline for Exclusive Golf House to running up the business property.
  
- \* Easier to implement knowledge and understanding from the concepts of the entrepreneurship before get into real business sector.
  
- \* Easier to obtain bank loan for expanding to establish business in the future.
  
- \* Aid the public to know the particular things in the business plan and they may be interested to deal with us.