



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْ كِيْنِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENUERSHIP**  
**ENT 300**

**BUSINESS PLAN**



**CTO ESPORTS STUDIO**

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Assalamualaikum W.T.B,

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## EXECUTIVE SUMMARY

CTO eSports Studio is a gaming studio company that offered high quality of console gaming services same like cyber cafe, which we will give a full satisfaction and the excellent services to the customers in experiencing the best console gaming services ever. Our target customers are low-middle class who desired to experience the best console gaming services without spending a lot of money.

Next, our company are targeting customers who is still studying also known as students since our selected location is surrounded by varies Higher Institutions Education and Schools. As young people, we know that students nowadays love to go to a gaming studio where they can play video games while chilling after having a very hectic week in university or school. On top of that, CTO eSports Studio provides a latest console production by Sony Malaysia which is Sony Play Station 5 (PS5). We also provide variety of latest and updated video games for customers to play and enjoy their experience at our eSports studio.

Futhermore, CTO eSports Studio is based on a partnership, where it consists of four partners which is Mr. Amir Faiz Bin Zaidi as General Manager, Mr. Muhammad Arif Bin Nor Sharizan as our Administration Manager, Mr. Ahmad Danial Bin Mazhafizi as our Marketing Manager, Mr. Ammar Naiman Bin Zulkifli as our Operational Manager and Mr. Syukri Amin Bin Rashid and Mr. Muhammad Afif Bin Borhanuddin as our Financial Managers. Each one of them has a different role in the company and they also highly dedicated and good skills in fulfilling their tasks to manage the eSports studio. Our company is located at Lot 10, Jalan Lembah 19, Bandar Baru Seri Alam, 81750 Masai, Johor Darul Takzim, Malaysia

Lastly, we are hoping to create a friendly and healthy gaming environment that promotes confidence in our customers. Also, to provide the best services for customer to enhance their gaming skills without compromising in the quality or service that have been provided.

## 1. Introduction

### 1.1. Name of the Business

CTO eSports Studio is the name of our gaming studio that we have agreed to choose. CTO eSports Studio is named after the In Game Name of one of the founder, Mr Amir Faiz Bin Zaidi back then when he was a professional FIFA player. CTO is the abbreviation of his In Game Name, which was Camelitto. The idea of establishing CTO eSports Studio started after the retirement of the founder, as a professional FIFA player. Because of his high passion and interest towards this eSports industries, he wanted to contribute something to eSports industries in Malaysia, by providing a suitable platform to create lots of professional eSports players from Malaysia.

### 1.2. Nature of Business

The business is perhaps an **entertainment service**. Console gaming service is our main service for now that we offered to people. Not like any other businesses, CTO eSports Studio focuses more on entertaining people where they have the opportunity to spend a time together while chilling in the gaming studio. Without entertainment, people do not have any refreshments in our life. It plays a very big role in living a normal and happy life. Entertainment brings happiness, which is the most powerful medicine that helps to keep our mental health and well-being. It also means of drowning the monotony of our daily lives.

### 1.3. Industry Profile

The business is founded by six partners. They are Mr. Amir Faiz Bin Zaidi as General Manager, Mr. Muhammad Arif Bin Nor Sharizan as Administration Manager, Mr. Ahmad Danial Bin Mazhafizi as Marketing Manager, Mr. Ammar Naiman Bin Zulkifli as Operational Manager and Mr. Syukri Amin Bin Rashid and Mr. Muhammad Afif Bin Borhanuddin as Financial Managers.