



اَوْبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN: SKY GOVERN SDN. BHD.



FACULTY OF MECHANICAL ENGINEERING (EM110)

J4EM1105L

DATE OF SUBMISSION:

11th JANUARY 2021

PREPARED FOR:

MISS MADIHA BINTI BADROL

PREPARED BY	DANIAL HAQIM BIN RAHMAT	2018417004
	MUHAMMAD IQRAM BIN RIBIN	2018413074
	ISKANDAR ZULQARNAIN BIN NOR AMRAN	2018407982
	MOHD TAUFIQIL AZHAD BIN ABU BAKAR	2018417218
	MUHAMMAD DANISH ISKANDAR BIN AZHAR	2018417838
	MUHAMMAD HANAFI AFSHAL BIN ABDUL LATIFF	2018411792

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of 5 members which hold the positions of General Manager, Administration Manager, Marketing Assistant, Marketing Manager, Operational Manager and Financial Manager, where its existence is very important in the company. Skydiving is the main attraction and activity that our company 'Sky Govern Sdn Bhd' provide with the tagline "overcoming your own fear".

Our company main office is located at the address of Lot Rumah Kedai, Kampung Bukit Nau Mukim, 07000 Langkawi, Kedah. Sky Govern is a company that focuses more on the type of customer service. The skydiving industry is focused on the revenue produced by tandem skydiving and, as such, there is a constant demand for reliable, skilled instructors to bring the general public to the world of freefall. Taking tandem students on their first jump is an unforgettable opportunity for many tandem coaches, allowing them repeated access to the excitement and anticipation of what it is like to skydive for the first time. Our company also manufactures our own brand merchandise, such as skydiving gears and tools, t-shirts and many more, to make several revenue streams.

The research we have done provides us with the knowledge that one venture, Skydive Langkawi, is our only competitor in the Malaysian skydive industry. Which implies that with the benefit we hold, we will draw more customers, such as the price gap for service rendered. Based on our estimation that the border restriction will be lifted for the moment; our company was slated to commence on 28 August 2022. Our company's goal is to increase as the number one skydive company in the world consisting of the best service offered that will draw more people to skydiving.

1.1: Introduction to Business Plan

Sky Govern is the name of our partnership business company that symbolize the feeling a person has when they skydive. The name also symbolizes of overcoming their fears by jumping out of an airplane and taking control of one's own life and governing themselves.

Our business nature is providing a skydiving service. Besides that, our company also do sell our own brand products such as, t-shirt, skydiving gears and equipment. The global skydiving equipment market is growing at significant rate owing to the growth in the tourism industry, rising urbanization, evolving lifestyle of consumers, increased awareness of new products, growth in outdoor vacation trips, and rise in dual household levels. The improved distribution and marketing initiatives through digital channels and a rise in the interest and participation in outdoor activities play a crucial role in the increased demand for adventure sports equipment including skydiving equipment

Our main target customer is tourist who want to do some extreme sport in Malaysia. Thus, we choose our business will locate at Langkawi, Kedah. One of the reasons for chosen location is the distance to the airport is very close that it will only take 5 minutes trip. Due to the pandemic situation in our country, the date of our business commencement was plan on 28August 2021 which we the shareholders has been predicted that the border restriction will be lifted at the time.

Moreover, our company member plans to make our business position stronger in Langkawi, Kedah, in order to accomplish our vision to be 'No.1 Skydiving company in the world' and our mission which to attract more people to skydiving. It was due the golden opportunity to do so, in Malaysia there only one that provide skydiving services beside our company which make our competition market is low. Our company also in the working to respond of our government campaign "Malaysia truly Asia" in order to support our national growth by expanding tourism sector.