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PURPOSE OF X- TREME GAMES SHOP BUSINESS PLAN

- ✓ This Business plan is prepared as a guideline for X-treme Shop in managing the business.
- ✓ To look whether the business has a wide range of business opportunities and whether this particular business has the potential to expand in the near future.
- ✓ To arrange strategies and estimate our future problems and business activities for the first few years, to see if we can compete in the business environment.
- ✓ To provide a reference to the external parties such as supplier.
- ✓ Prepared to get a loan from Maybak amount RM 50,000 as one of our source of fund.
- ✓ To plan setting up an establish business before have our own shop to run a wide business with more branch.

INTRODUCTION

The idea behind establishing X-Treme Games Shop is to provide items and equipment relates with extreme games. This transaction involved directly to the customer.

To be successful entrepreneur, one must be a risk taker. We dare to take the risk because we can see the advantage in doing this kind of business even though these kind of game come from the western and seem to be new here in Malaysia.

X-Treme games usually played by youths and teenagers which required certain kind of skills, experiences, styles, practices, disciplines and the most important is patient of the players. X-Treme games can be divided into two main categories. The first category can be played in the designated places, for example skate board, roller blade, BMX and wall climbing. Another category can be played in the nature places, for example mountain bike, dirt bike and kayaking.

From our survey we found that this kind of business is rarely found in Malaysia. This is because not many of the entrepreneurs dare to take the risk and challenge to run this business. Another reason is lack of suppliers in this field. However we dare to take the risk because for many reasons.

1. Partners' experiences and interest.

Some of our partners have experiences in x-treme games. All partners have interest and confidence to ensure the successfulness of this business.

2. Few competitors.

In Malaysia there is a few competitors especially in Sungai Petani there is no competitors at all and we are the pioneers of shop that provide combination of x-treme items and equipment.

3. Population of youths and teenagers.

There is a big number of youth and teenager in Sungai Petani and they will be our target markets

4. Lifestyle.

This kind of games seems to be a part of youth and teenager lifestyle. We found that most of them are interested in x-treme games.

5. Encourage by parents.

Parents always encourage their children to do the beneficial activities. X-Treme games can avoid the social problems from being occurred.

6. Interesting and challenging games.

Most of youth and teenager seems to find the new interesting and challenging games. X-Treme games is one of their choices.

7. Acceptable prices.

Most of the item and equipment of x-treme games are imported and have high quality. Due to the standard living of people in Malaysia, people are able to buy the item and equipment of x-treme games. The prices are acceptable.

8. Government support.

Rakan Muda programs under The Ministry of Sport and Youth always organize activities and event related to x-treme games. In addition Malaysia will become the host of the **Asian X Games** every year. This will open opportunities to Malaysians to participate.

9. Strategic location.

Our business address is G-24, Ground floor SP Plaza, Bangunan MPSP, Jalan Ibrahim, 08000 Sungai Petani, Kedah. This is the place most like by youth and teenager to hang up. It also easy for people to find this place because it locate in between Penang and Alor Setar.