



اَوْنَبُوْ رَسِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300 – FUNDAMENTALS OF ENTREPRENEURSHIP  
SEMESTER PROJECT

ZOOMERS FUTSAL CENTRE

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## **SUBMISSION LETTER**

Diploma in Civil Engineering

Universiti Teknologi MARA

94300 Kota Samarahan

Sarawak

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Puan Siti Mardinah Bt Haji Abdul Hamid,

Universiti Teknologi MARA

94300 Kota Samarahan

Sarawak

30 June 2014

Dear Madam,

## **SUBMISSION OF BUSINESS PLAN**

Referring to the above matter, we would like to submit our business plan as to fulfil the requirement of ENT300 course for the report evaluation.

2. This business plan covers all the information regarding the proposed business such as business objectives, partners' backgrounds and partners' contributions. It also consist the administrative, marketing, operation, and financial Plan.

3. We would like to express our gratitude for the cooperation given among members throughout the semester and support that we got from our supervisor.

Any further enquiries are welcome as to facilitate better understanding of the proposed business.

## **GENARAL INTRODUCTION**

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contains background information about the organization or team attempting to reach this goals. A business plan is very important in an organization in order to have effective and efficient controls over the flow of the business organization. Business plan is also known as a working paper, business proposal, project paper or prospectus.

## MARKET STRATEGY

A good systematic plan is good and play an important role in business plan in order to ensure the effectiveness, efficiency and profitable to our business.

As new in this business, we will provide good and better services to all the customers. There are some strategies to attract our customers. The factors of marketing strategies that will help to promote our services are our location, advertisement, price and many more.

Our marketing strategy is based on 4P's and 4C's:

### 4P

PRODUCT /SERVICE STRATEGY	We provide good futsal court and always maintain our equipment.
PRICE STRATEGY	Price is affordable and reasonable Futsal court = RM80/per-hour
PROMOTION STRATEGIES	Outdoor advertisement -banner, signboard Printed-brochure Social media -websites, email, blog, Facebook, twitter
PLACE STRATEGIES	Zoomers is located in Kuching near to housing area or neighborhood area

### 4C

CUSTOMERS	We provide enough equipment for customers.
COST	Service charge is affordable and according to current market price.
COMMUNICATION	Through social media, fb, twitter, emails.
CONVENIENCES	Have a bigger extra for parking space Not too crowded in the building.