

CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

FUTSTYLO

Jalan Sura Jeti, 23000 Dungun

Amril Mu'idzuddin Amrahi (2006112081)

Ainul Amri binti Hj Abd Kader (2006143869)

Safiuddin bin Jaafar (2006112061)

Ridzuan bin Muhammad (2006112015)

Mohd Hazwan bin Rashid (2006112055)

COMPANY'S BACKGROUND

- Name : FUTSTYLO
- Business address : Lot 6067, Batu 5, JLN Paka, 23000, Dungun Terengganu
- Correspondence address : Lot 6067, Batu 5, JLN Paka, 23000, Dungun Terengganu
- Telephone Number : 0126188542
- Form of Business : consist of:
1. a general manager
 2. a sales and marketing manager
 3. a administrative manager
 4. a financial manager
 5. a operational manager
 6. a few staff (counter, cleaner)
- Main Activities : There are several activities provided by FUTSTYLO Sdn Bhd:
1. Futsal court for people who want to play futsal.
 2. A cafeteria for people who want to eat, hangout with friend and watch television
 3. To organize futsal tournament that will be held every week (Futsal Talent), every month (king of the turf).
 4. We also provide youth academic for below 12 years old and 18 years old.
 5. We also organize mini tournament for women every Wednesday night.
 6. To find a good talent in futsal to be added in FUTSTYLO futsal team to join international tournament.
 7. Friendly match with international club.
- Date of Commencement : 1st January 2010
- Date of registration : 9 february 2010
- Name of bank : FUTSTYLO
- Bank account number : 1333422523

INTRODUCTION

First of all we would like to give gratefulness to Allah who gives us opportunities to do this assignment.

We want to introduce about our business, which is a Futsal business. Our company name FUTSTYLO. The business nature is about sport and entertainment. We provide a futsal court, café while waiting for turn to play, we also provide a youth academy for children as early as 6 years old.

Our company consists of one general manager which is Amril Mu'adzuddin b Amrahi, one marketing manager which is Ainul Amri b Abd Kader, one financial manager which are Mohd Hazwan Abdul Rashid, administrative manager which are Safiuddin Jaafar and a operation manager which are Ridzuan Muhammad.

We start our business in dungun because here, there are only few people open the futsal business but the demand is high. There are 3 existing futsal centers in dungun but we think we still can compete with other because our business is different from other. This is because our service it's not only give place to play, but also we have academic for youth team. we also have a every week and every month event for men and women.

Our business is located at Lot 6067, Batu 5, JLN Paka, 23000, Dungun Terengganu. We all choose this place because, this place is located near the imtiaz school. Its also located near local citizen houses. This place also near dungun city and also near the playground which can be a good place for local people to come.

Our business will be commencement in 1st January 2010.

We all started thinking to open this business because we knew that there are high demand for futsal because there are only 3 futsal center in dungun. We also open this business to give a good healthy lifestyle for dungun citizen. This is because we can prevent or reduce any social problems that attack our teenager now.

We also open this business because our target market is large. It is because the demand are from uitm students, politeknik dungun students, imtiaz dungun and local citizen. There are about 7000 people that can be our prospect for our business.

Table of Contents

No	Title	Page
1	Executive Summary	4-5
2	Introduction	6
3	Purpose	7
4	Company's Background	8
5	Partner's Background	9-13
6	Location of Futstylo	14-16
7	Administrative Plan <ul style="list-style-type: none"> ➤ Mission, vision and objectives ➤ Futstylo Organization chart ➤ Futstylo Man power Planning and Equity Contribution (cash) ➤ Schedule of task and responsible ➤ Remuneration for Administrative staff ➤ List of Office equipment ➤ Administrative Budget 	17 18 19 20-21 22 23 24
8	Marketing Plan <ul style="list-style-type: none"> ➤ Marketing Objectives and Determination of Product and Services ➤ Target Market ➤ Analyze market trend and Market size ➤ Competitors ➤ Strength and weakness of Futstylo ➤ Market Share ➤ Market Share after entry of Futstylo ➤ Marketing Strategies ➤ Forecasting Sales 	25 26 27 28 29 30 31-32 33-36 37

	➤ Marketing Budget	38
9	Operation Plan	
	➤ Activity Chart of Futstylo	39
	➤ Machines and Equipment	40
	➤ Operation Budget	41
10	Financial Plan	
	➤ Importance financial plan	42-43
	➤ Financial plan Objective	44
	➤ Administrative, marketing and operation expenditure	45
	➤ Purchase and sales projection	46
	➤ Project implementing cost and sources of finance	47
	➤ Administrative and marketing budget	48
	➤ Operation budget	49
	➤ Depreciation Schedules	50-51
	➤ Loan repayment schedules	52
	➤ Cash flow pro forma statement	53
	➤ Pro forma income statement	54
	➤ Pro forma balance sheet	55
	➤ Financial Performance	56
11	Appendices	57-58