



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN

LOL GAMES ARENA

COURSE ENT350 - PRINCIPLES OF ENTREPRENEURSHIP
PROGRAM BM243 - BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT
GROUP NBH6B

GROUP MEMBERS

1. FAIRI AZRIE BIN ISMAIL - *blue* 2013348357
2. MASLINDA BT. MUHAMMAD SHAH *x* 2012498146
3. MOHAMMAD FAISAL B. FAUZI - *purple* 2014828604
4. NUR SUHADA BINTI ABDULLAH SANI - *Dusky*
Pink 2016447136

PREPARED FOR MADAM ZANARIAH BINTI ZAINAL ABIDIN

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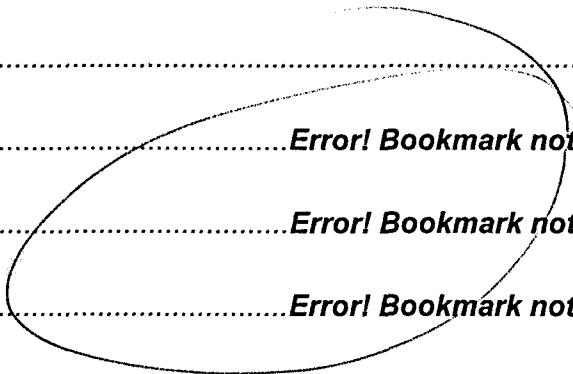
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I. EXECUTIVE SUMMARY

LOL Games Arena is a hobby center and specializing in gaming services for urban geeks and gamers. Our mission is to provide service and cozy atmosphere for people spending times doing their hobby. We aim to cater to any of your gaming needs as well as providing tournaments to test your skills and having fun with your fellow gamers. As we know e-sports are booming in popularity nowadays, the business cater the need of playing games together with friends, entering tournament to grinding the skills or even as a training grounds for the e-sports professionals. We are expecting the business will grow and the goals are to be the main Tournament Organizer for e-sports event that at National level or even International level.

The business target customer is mainly focus on young adult's age group of 15 -40 years old that can also know as gaming community. With the tough competition from other hobby shop, the target is to giving excellent services to our customer and proving all their needs in gaming. We will make sure the prices of products and services to be competitive enough within the target market.

The business hoping this new hobby center opening will be the first choice of hanging out places and with the experience as a gamers our self, we will make sure all the needs will be fulfill and all customers will be enjoyed to be with us in the future.

II. COMPANY DESCRIPTION

Company Description Worksheet

Business Name	LOL Games Arena
Company Mission Statement	LOL Games Arena is a hobby center and specializing in gaming services for urban geeks and gamers. Our mission is to provide service and cozy atmosphere for people spending times doing their hobby. We aim to cater to any of your gaming needs as well as providing tournaments to test your skills and having fun with your fellow gamers.
Company Vision	Our vision is to be the top hobby center in Malaysia as a go to destination for any gamers of all varieties.
Goals & Milestones	<ol style="list-style-type: none">1. To be a main distributor for certain gaming product in Malaysia.2. To be the main Tournament Organizer in Malaysia for games events of national level.
Target Market	Urban gaming community aging 15 – 40 years old.
Industry Competitors	<ol style="list-style-type: none">1. Cards & Hobbies. Kelana Jaya2. Safe House. Wangsa Maju3. Comics Mart. Mid Valleys, Seputeh
Legal Structure/	Partnership.

Business location

Address : 16-1, Suria Jelutong, Jalan Bazar U8/99, Bukit Jelutong, Shah Alam, Selangor

Map

