



اَبُو بَكْرٍ سَيِّدِي تَبَكُّوْا لَوْ كُنْتُمْ اَعْبَادًا  
UNIVERSITI  
TEKNOLOGI  
MARA



**UNIVERSITI TEKNOLOGI MARA**

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**DIPLOMA IN SPORTS STUDIES**

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**(ENT 300)**

**COMPANY: WAR OF PAINT!**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengajian Sukan** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Puan Siti Mardinah** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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**"BERSATU BERUSAHA BERBAKTI!"**

Sekian

Yang benar

**SADIT BIN TAHA'**  
Penolong Pendaftar  
Bahagian Hal Ehwal Akademik  
Bp Rektor



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WAR OF PAINT

## **1.0 INTRODUCTION TO BUSINESS PLAN**

### **1.1 Introduction**

War of paint is a partnership business is in form of enterprise which consists of four shareholders. All shareholders have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will discriminate as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time. We offer a great deal of paint ball experience and also a waiting area.

### **1.2 Name of the company**

The name of the company is War of Paint!. We had chosen this name because of this name has shown our concept of paint ball game. In our paintball game we want ensure that the customer will feel enjoy and get a lot of experience. On the other hand, our customer also will get good service in our paintball game, our paintball game also have waiting area which are neat and comfortable.

### **1.3 Nature of Business**

For War of Paint, we have choose this business because this type of business have a no competition and still never being done in Kota Samarahan, Sarawak. For the moment paintball entertainment only can be found in Peninsular of Malaysia, so we as a Sarawakian try to bring this sport and introduce it to Sarawakian so the Sarawak people do not need to go far to experience the paintball game. This sport also has a future to be a sport that will introduce as a world class sport. The War of Paint also provided a game, tournament, recreation and entertainment. Besides that, we also offer membership for our customer where our customer who becomes a member of our World of Paint will get discount and other advantage from our World of Paint.

#### **1.4 Purpose of the business plan**

A Business Plan is a written document that serves as a guideline for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project.

This Business Plan is important to be prepared and will be submitted to other parties for specific purposes and convince potential investors of the viability of a proposed venture. Moreover, it also used for ourselves as entrepreneur to understand more about the purpose of business. Furthermore, this will help us to make better judgment before investing in the proposed venture.

On the other hand, Business Plan can also be guideline for managing the "WAR OF PAINT!" as a reality business in future. When it becomes reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help us gauge our progress.

This Business Plan also help us as new entrepreneur has solid and well-grounded information to supplement the planning and decision-making process with logical thinking and rational consideration rather than rely on emotion and gut feeling when facing the challenge.

#### **1.5 Factor in selecting the proposed business**

- ❖ There are many universities and school students that will be the target market for the business.
- ❖ There are no competitors with our business

#### **1.6 Future prospects of business**

- ❖ To be the main provider of paintball game in Samarahan.
- ❖ To collaborate with Majlis Sukan Negeri (MSN) for training and competition centre.
- ❖ Able to give jobs opportunities to students who graduated in sport studies.