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UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTAL OF ENTREPRENEURSHIP**

**ENT 300**

**NAMER NAMERNESSE ENTERPRISE**

**'N&N FUTSAL CENTRE'**

**PREAPEARED BY:**

|                                          |                   |
|------------------------------------------|-------------------|
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## **EXECUTIVE SUMMARY**

N&N Futsal Centre (N&N FC) is establishing under Namer-Namerness Enterprise. We decide to get involve in service industry and choose futsal centre as our core business. Futsal centre is needed as a place for the people especially young generation to spend their time to healthy activities rather than do something that will not give them any benefits. N&N Futsal Centre will be at Jalan Tun Fuad Stephen, 88000, Kota Kinabalu, Sabah. It is behind the building of Suria Sabah. We have decided to start this business on the early of February 2012. We choose futsal as our main business because nowadays people love to play futsal. Their demand for a place that is suitable for them to play futsal. An empty field is not appropriate place to play futsal. We think people need place like futsal centre for them to play futsal. This is the reason why we choose futsal compared to others as our business. Namer-Namerness Enterprise is a partnership business. We will use more than RM 1 million to build up N&N Futsal Centre. With the big amount of capital, our futsal centre will be different from the others. As the owners of N&N Futsal Centre, we expect to get profit more than what we have given. So, for our future plan, we decided to expand our business to other places such as rural area; urban area and any develop area. We also plan to come up with jersey, futsal ball and other futsal item with our own label. We sure N&N FC will give new view of indoor activity to our customers. Not just that, we also will set higher standard of performance so that we can stand as good as and better than our competitors.

## INTRODUCTION

The identity of a business starts with its name. The name of the company will be the representative of the business. For our company, name that will represent us is 'Namer-Namerness Enterprise'. There are 5 partners in this company. The 5 partners in this company are Mohd Zayn Zharfan Bin Ibrahim, Mohd Azri Jaini Jeffery, Muhammad Wafiy Bin Jaafarudin, Hazwanie bt. Abd. Rahim and Suijah bt. Ahmad. Our company's main business is futsal. One of our objectives is to give our customer satisfaction by going to our futsal centre. Our futsal centre equipped with a good facilities. We also provide a mini playground and mini swimming pool for our customers. This to ensure that our business have given more options to our customers to choose in order to make our business are more interesting than the other futsal centre in the town. Not only we provide mini playground and mini swimming pool, but we also provide mini gymnasium for our customers to warm up their body. This to help reduce the case of injury from occurs. We also provide cafeteria to our customers in order to make it easier to find foods and drinks. Our futsal centre also includes WiFi connection for our customers to go online to their social network such as face book, twitter, blog, and so on. They can easily go to the internet to post their status, pictures during playing at our futsal centre, and many more. Our futsal arena's location is near to the town. We think that our location is the best or strategic place for people to come and play at our futsal centre.

## **PURPOSES**

This business plan is prepared by Namer-Namerness Enterprise for the purpose of obtaining working capital loan from Public bank for the amount of RM250, 000. Apart from that, this business plan acts as a guideline for us in order to achieve our mission and vision. By having guidelines, we can plan for strategies how to manage our organization in order to become a good organization. Other than that, we also can identify few things such as problems or maybe advantages of our organization. Last but not least, we want to ensure that our implementation process will be run smoothly and systematically.

## **\* Introduction to the Organization**

### **Vision**

- To become an excellent sports and recreational centre that provides sufficient and modern facilities and services and our country will be able to produce an athlete that will help sport field in our country to compete with other countries.

### **Mission**

- To provide a centre to the public to show their football skills.
- To scout for potential talent.
- To provide the public with a healthy lifestyle.
- To provide excellent facilities and services.
- To become a sports and recreational centre.
- Producing athletes with good personalities.