

UNIVERSITI TEKNOLOGI MARA (UITM)
KOTA KINABALU SABAH

KK DRAGWAY

PREPARED BY:

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1. EXECUTIVE SUMMARY

1.1. NAME OF COMPANY

- RHA GROUP

1.2. NATURE OF BUSINESS

- We focus on sport category. We influence teenager and youth to play sport (drag).
- More demand for this sport (drag) because right now many legal racing happen in our country.

1.3. LOCATION OF BUSINESS

- ROYAL SABAH TURF CLUB, P.O. BOX 10313, 88803 KOTA KINABALU, SABAH.

1.4. DATE OF BUSINESS COMMENCEMENT

- JULY 2012

1.5. FACTOR IN SELECTING THE PROPOSAL BUSINESS

- To introduce this drags sport in Sabah to par with other developing country
- More demand on this sport
- Introduce to public about this sport

1.6. FUTURE PROSPECT

- We focus on teenager and youth and of course we influence the experience drag racer from other places to come and play their sport in our drag.



2. BUSINESS PURPOSE

Our business purpose is introduce to public about drag sport and be the most efficiency maker to built a relationship between other racer and any fans of this sport. We also will provide a comfortable place to expose their interest in a right place.



3. Introduction

3.1. Why we choose drag business?

- This business had not yet come in area Kota Kinabalu
- High demand especially drag racer



1.2 DEFINITION OF LOGO

SHAPE/COLOUR	DEFINITION
Red / orange colour	Spirit of the racer
Illusion of car	Image of the real car in the racer
Black colour	United
Moto	Principe that we want to introduce



Administrative Plan

2.0 Introduction to the Organization

A successful business is business that had a good strategy, marketing, financial and administration which efficiency and have high motivation. With other part, in administration this is part are very important to company in the future which as success or fail in this industry. Good administration can achieve through vision and mission. Also objective must follow what the company needs.

2.1 Visions

- Our vision wants reduced illegal racer.

2.2 Missions

- To introduce this drags sport in Sabah to par with other developing country.

2.3 Objectives

- For loan purposes and to gain sponsorship.
- To be one of company in Malaysia that achieve what foreign company can do regarding this business.