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INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
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CONCLUSION	

**ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**Dio Arena Enterprise**

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## Table of Contents

<b>Number</b>	<b>Contents</b>	<b>Pages</b>
<b>1.0</b>	<b>Executive Summary</b>	<b>1</b>
<b>1.1</b>	<b>Business Description</b>	<b>2-6</b>
1.1.1	Introduction	2
1.1.2	Name of the Business	3
1.1.3	Business address	3
1.1.4	Nature of business	3
1.1.5	Future prospects of the business	3
1.1.6	Purpose of business plan	3-4
1.1.7	Company logo, mission and vision	5
1.1.8	Business main activity	5
1.1.9	Date of business commencement	6
1.1.10	Registration Details	6
1.1.11	Banking Details	6
<b>1.2</b>	<b>Owner description</b>	<b>7</b>
1.2.1	Name of partners pertaining to capital contribution	8
1.2.2	Location of the business	8-9
<b>2.0</b>	<b>Administration Plan</b>	<b>10-18</b>
2.1	Business Vision, Mission and Objectives	10
2.1.1	Organization Chart	11
2.2	Administration Personnel	12
2.2.1	List of administration personnel	12
2.2.2	List of task and responsibilities of administration personnel	13-15
2.2.3	Schedule of remuneration	16
2.3	List office furniture, equipment and fittings	17
2.4	Administrative budget	18
<b>3.0</b>	<b>Marketing Plan</b>	<b>19-29</b>
3.1	Marketing objectives	19
3.2	Product or service description	20
3.3	Target Market	21
3.4	Market Trend & Market Size	22
3.5	Sales Forecasting	23
3.6	Market Strategy	24-28
3.7	Marketing Budget	29
<b>4.0</b>	<b>Operations Plan</b>	<b>30-38</b>
4.1	Operations Objectives	30
4.2	Process Chart	31
4.3	Operations Layout	32
4.4	Package and price	33

## **1.0 Executive Summary**

Dio Arena is an indoor sports arena that offers high quality equipment and courts for people in residential areas to enjoy and experience ‘World Class’ playing. Dio Arena Enterprise is located at Greentown Avenue, 31400 Ipoh, Perak.

Dio Arena was founded by the general manager, Andrew. Moreover, the office and court will be opening soon in 1 March 2021. Our main activity is to serve high quality sports courts and equipment to ensure high performance and comfort for our customers. We also offer low charge fees in order to meet the demands of our customers as we believe that sports business services should be set in a low price. We offer four sports in one court to make it compatible for the space used in our arena as well as being convenient for our customers to access these sports in just one area. These four sports include futsal, volleyball, netball and basketball. For the market target, we are focusing mainly on the local residents such as children, adults and teenagers. This is based on the population of the area where we are in the heart of Ipoh. We are surrounded by famous malls and banks where our arena will be the eye of the public.

The quality of our equipments are from high-end sports brands. Our goal is to be the first customer’s choice in the sports industry in Perak and also around Malaysia. We will always ensure our customers on the reliability and high performance of our sports arena that offers low charge fees in order to gain loyalty and trust. Our business operation hour is from 9 am to 3 am, daily. The business has several main positions which is General Manager, Admin Manager, Marketing Manager, Operation Manager, and Financial Manager.

## **1.1 Business description**

### **1.1.1 Introduction**

Dio Arena is a partnership business company that is located at Ipoh, Perak. Our business is in the industry of services where we provide an indoor sports arena. Our service offers professional grade indoor sports facilities for our customers. Our main target customers are local resident of all ages that is suitable for all levels, from beginners to professional players. Moreover, our indoor sports arena includes variety of sports such as futsal, netball, volleyball and basketball.

Furthermore, there are a **few factors in selecting the proposed business**. As our indoor sports arena includes four types of sports in 1 court, it can be convenient for customers where they can access all of these four sports in one area rather than searching other places to play other types of sports. Moreover, by providing high quality equipment and courts, with low charge fees for our customers, we guarantee that our services will become successful among our target in the market. Related to that, our company plans to build a strong market position in Ipoh and aims to offer our services at a competitive price to meet the demand of our customers in local residents area that includes students, working class people and individuals. In addition, due to Covid-19, a lot of business companies have collapsed. However, sports facilities can still be able to operate under the standard operating procedure (SOP). Throughout these tough times, we believe that people will find a way to spend their time involving themselves into recreational activities.

Our company immediately saw this **opportunity** for our business to have potential of success in the selected area and also by examine the situation that people are experiencing, where these factors can be the leading key in the market share for our business in this industry.

### **1.1.2 Name of the Business**

Our company's name is Dio Arena. The word 'Dio' is an Italian word and it is a very special word for us as it means god. Ipoh is known for having a tremendous number of sports arenas and shops in Perak. In addition, a survey has shown that the healthiest and active people are mostly located in Ipoh compared to other cities in Perak. Moreover, the state was once considered the healthiest state in Malaysia. This is where the idea of the word Dio originated from, where we believed that Ipoh is a heavenly place where legends are born. With the combination of Dio and arena, it illustrates "Arena of gods".

### **1.1.3 Business address**

The office and the sports arena are located at Greentown Avenue, 31400 Ipoh, Perak.

### **1.1.4 Nature of business**

Our business services specialised in serving our customers with high quality sports courts and equipment. We offer four sports in one court to make it compatible for the space used in our arena. These four sports include futsal, volleyball, netball and basketball. Our sports arena not only provide high quality facilities but offer low charge fees for our customers.

### **1.1.5 Future prospects of the business**

Our future prospects are we want to be the first customer's choice in the sports industry in Perak and also around Malaysia. We will always ensure our customers on the reliability and high performance of our sports arena that offers low charge fees in order to gain loyalty and trust. Next, we will make sure our courts, equipment and facilities are always in tip-top condition by doing regular inspections and maintenance, and also continuously improve all aspects of our business and marketing strategy.

### **1.1.6 Purpose of business plan**

The purpose of a business plan is the first step as a module or strategy before a company starts to set up a business. The business plan is the main element for new companies in order to lead them the right path of achieving and maintaining their business target in the market. In other words, a business plan can be considered as a guideline in planning, setting, handling and controlling a business operation where it includes in various departments such as departments in administration, marketing, operation and