

Diploma in Office Management and Technology

ETR 300
ENTREPRENEUR

BUSINESS PLAN:
DUNGUN BEACH AND COUNTRY GOLF CLUB

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A) INTRODUCTION

Before this, we are known as **DUNGUN GOLF CLUB**, but after we manage to take over this business we have rename it to **DUNGUN BEACH & COUNTRY GOLF CLUB** for promotion use. Our business is located at **DUNGUN BEACH & COUNTRY GOLF CLUB**, P.O. Box 679, 23000 DUNGUN, TERENGGANU DARUL IMAN.

Based on our business plan, our business will start on 1st JULY 2007. This place is chosen cause of the location that suitable for the good foundation of a beach and country club that needs to be located at suitable areas. It is built on 58 hectares of beach land of Dungun next to the South China Sea. Though flat, the course is long and included of human lake and natural bunker that suitable for golf courses that defense of the 18 holes. The golf course is situated just before the UiTM Terengganu, a will known university in Malaysia. It is located 78 kilometers from Kuala Terengganu and 80 kilometers from Kuantan.

Factors that influence our decision are, golf already well known sport in Malaysia. Many school nowadays included golf as their major sports. It is also not an expensive sport as in 1980s. Many golf competitions in high level already set in our country. Government also encourages this sector as one of the tourism attractions.

We think our potential of our business are quite good because we get more attention from student, average level and other person who interested with golf. Many golf clubs has been promoting to schools and we also have young golf player from school all over Malaysia.

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