



MARA UNIVERSITY OF TECHNOLOGY

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)



GOLF PRODUCT

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PREFACE

ASSALAMUALAIKUM W. B. T

In doing this project from the panning to the implementation stage, we had to make several decisions. We had tried to make this Business Plan as the best. Consequently, we were also faced with a lot of valuable and challenging experiences. For instance the difficulty in making appointment because the distance from the project informer and when we want to seek the information.

However, this factors were not let us down and conversely, we tried to complete this Business Plan successful. All the duty is actually dine trough the full co-operation from individuals, groups and organizations.

It is works as a pre – requisite to fulfill the requirements of subject matter of Basic Entrepreneurship (ETR 300).

By doing this paper work, we can obtain the knowledge about the business world. Other than that it also give us some guidelines in order to build a business.

We hope that this Business Plan will satisfy all the parties. Lastly, thank you very much to all person who gave full encouragement and co-operation in completing this project.

THANK YOU.

1) INTRODUCTION

Our name of the business is **PARADISO ENTERPRISE**. We sold golf equipments. Our business is located at **PARADISO GOLF CLUB, Peti Surat No.53, Teluk Chempedak 25700 Kuantan, Pahang Darul Makmur**. We will start our business on 1st January 2003. We choose to set up our business here because it is next to the South China Sea amidst tall Casuarina trees bode ring the fairways of the second nine and built on 55 hectares of former swarm land. Though flat, the course is long and the numerous lakes more than make up for the defense of the 18 holes. Besides that, it was situated just before the famous Telok Chempedak Beach, a popular vacation spot in Kuantan in the East Coast of Peninsular Malaysia and is about 21 kilometres from the town of Kuantan. Factors influencing choice of our business are, nowadays golf not an expensive sport and it's not only for the corporate party. Many golf competition done in our country and it help to expose the sport to our citizens. 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 many school and we also have young golf player from school all over Malaysia.

2) PURPOSE OF PREPARING BUSINESS PLAN

1. Give a chance for entrepreneur to gain the business venture objectively, critically and objectively.
2. To convince the more challenges by the capitalists, investors and also the bankers in order to raise and increase the business and get the strongly supports from them for the venture.
3. Be as a direction and guide for the management of the business for day-to-day.
4. Easy for the entrepreneur to distribute their source of business to be more effectively and success.
5. This business plan is prepared by PARADISO GOLF CLUB to obtain a term loan for the amount of **RM 120000.00** from Bumiputra Commerce Bank Berhad.

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