



5 FOREST PAINTBALL

By:

KHAIRUL AMIRIN BIN ZULKERNAIN	(2013371051)
NURAMADA IZZATI BINTI MOHAMMAD AMIN	(2013118825)
FAHIM AIMAN BIN CHE ABDULLAH	(2013365819)
NURUL HAZLINDA BINTI RAMLI	(2013996097)
MUHAMMAD SHAHIDAN BIN MOHD YUSOF	(2013504577)

ENT300

FUNDAMENTALS OF ENTERPRENEURSHIP

FOR:

MADAM NOR FAZLIN BINTI UTEH
FACULTY OF BUSINESS MANAGEMENT
UITM JOHOR CAMPUS PASIR GUDANG

DATE OF SUBMISSION:
26 AUGUST 2014

TABLE OF CONTENTS

TITLE	PAGE
COVER LETTER	1
ACKNOWLEDGEMENT	6
1. INTRODUCTION	7
1.0 Introduction	8
1.1 Bussiness Purpose	8
1.2 Company Background	9
1.3 Company Logo Explanation	10
1.4 Partner's Background	11-15
1.5 Partnership Agreement	16-17
2. ADMINISTRATION PLAN	18
2.1 Introduction	19
2.2 Vision , Mission & Objective	20
2.3 Organization Chart	21
2.4 List of Administration Personal	22
2.5 Schedule of Task and Responsibility	23
2.6 Schedule Of Remuneration	24
2.7 Benefit of Partners	25-26
2.8 List of Office Equipment	27
2.9 List of Fixture and Fitting	28
2.10 Administration Budget Table	29
3. MARKETING PLAN	30
3.0 Introduction	31
3.1 Objective	32
3.2 Service Description	33
3.3 Company Analysis	34
3.4 Place and Distribution Strategy	35
3.5 Promotion Strategy	36-37
3.6 Target Market	38

3.7 Market Share	39
3.8 Marketing Budget Table	40
3.9 Service Distribution	41
3.10 Sale forecast	42
4. OPERATIONAL PLAN	43
4.1 Introduction	44
4.2 Operation Objective	45
4.3 Planning Process	46-48
4.4 Operation Layout	49
4.5 Production Planning	50
4.6 Machine and Equipment Planning	51-52
4.7 List Of Equipment	53
4.8 Material Planning	54
4.9 Purchase Of Raw Material	55
4.10 Manpower Planning	56
4.11 Location Planning	57-58
4.12 Supplier	59
4.13 Overhead Equipment	60
4.14 Business and Operation Hour	61
4.15 Operational Budget	62
4.16 Implementation Schedule	63
4.17 Business Signboard	64
5. FINANCIAL PLAN	65
5.1 Introduction	66
5.2 Administrative Budget	67
5.3 Marketing Budget	68
5.4 Operational Budget	69
5.5. Projected Sales and Purchase	70-72
5.6 Project Implementation Schedule	73-88
6. CONCLUSION	90



ACKNOWLEDGEMENT

Assalamualaikum, first we would like to thanks Allah S.W.T because we finally completed our group assignment. We are deeply indebted to our lecturer, Madam Nor Fazlin binti Uteh, who always helps us improving and give knowledge to assist us to finis our assignment as well.

Next we would like to thank all group members that had always been dedicates and determination in making this assignment successful no matter how hard it is. Without their support this assignment are impossible to be completed.

We also owe acknowledgement to our family for their support in no matter what we do. They also help us a lot of such as providing us with necessary financial to make this assignment a success project.



1.0 INTRODUCTION

5 Forest Paintball will be established on the early year of 2015 as to provide our services towards people especially people in Johor which known due to highly demand in population around. We are promoting the services as well to selling the product which give you the quality to play the games. This business was founded and managed by five partners and determined to give a great opportunity to public to feel the situation in the paintball. Therefore we will able to establish our business and trying to get an opportunity to expand our business.

1.1 PURPOSE OF BUSINESS PLAN

This business plan is prepared as a guidance for managing the propose business venture for services. Besides that, a guide is very important to assist us in understanding the nature of business and working component of a company, furthermore in preparing this business plan, we need allocate business resources effectively and efficiently, so that, our customer possibly will feel comfortable with our service. We also have list down the plans and strategies of the business in order to achieve the company's goals. This business plan is also prepared to obtain a working capital loan from MARA for an amount RM 90,000.