

FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY



FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

SPORT UTILITIES CENTER

MORRIS SPORT CENTER

**Morris Sport Center, 33, Seksyen 23, Kawasan
Perindustrian Lundang 15150 Kota Bharu Kelantan**

Prepared for:

Associate Prof. Norsidah Binti Ahmad

Prepared by:

Noorhidayah Bt. Ahmad	2005157245
Nur Adeliah Bt. Abidi	2005158003
Mohd Tajul Ariff b Mohd Ramli	2005555009
Mohd Zafuan Bin Aris	2005157126
Amy Nadia Khalida Bt. Khamis	2005157835

(OMD50A)

**MARA University of Technology
23000 Dungun, Terengganu
27 March 2008**

Unit Perkhidmatan Maklumat
Perpustakaan Cendekiawan
UiTM Terengganu



FOTOSTAT TIDAK DIBENARKAN

INTRODUCTION

Our company name is MORRIS SPORT CENTER CORPORATION. Our company will run a sport centre. It's includes indoor activities such Futsal, Badminton, and Gymnasium. We also provide a cafeteria at our premise for the customer. For our cafeteria, we give to a tender to manage. Rent for the cafeteria will cost RM 1000 in month.

For location, we decide to build this sport utilities center in Kota Bharu, Kelantan Darul Naim. We choose this town because we want to introduce the indoor activities such as futsal to people who live at Kota Bahru. Our premise is located at 33, Seksyen 23, Kawasan Perindustrian Lundang, Kota Bharu Kelantan. We have rent one big warehouse to open our sport centre. We choose this location because it was near the Kota Bharu town. Besides, this location is a strategic location.

Morris Sport Center business type is services. We provide services such as facilities to play futsal, badminton, gymnasium and also cafeteria to all the membership. Our marketing strategies are based on place, product, price and promotion.

Morris Sport Center maintains its competitiveness through endless upgrading of its operations, productions, administrations and most importantly, capital-intensive investment. Most of these heavy investments derive from futsal and badminton court, world-class exercise tools, 3 star of cafeteria.

Presently, Morris Sport Center lies in its high quality and diverse services range. We also aim to provide world-class sport center and wants all people spend their free time at Morris Sport Center. We also want them to love sport to makes their life healthy.

Morris Sport Centre was opened on 1st January 2009. The factors we choose this business are because we find out that Kota Bharu are lack of sport facilities especially futsal. Our demands were teenagers, students, families and employees around the area. We hope that the citizen will use our sport facilities to help them exercises. Another factor why we choose this kind of business because this business is easy to handle and can be manage properly compare with other business like supermarket, franchises and others.

For the future, we hope our sport centre can be the best sport centre in Kota Bharu and we hope we can satisfy the people needs. Our business also can give people a healthy life. We also were planning to have our own building to open our business so that we don't need to rent the premise again.

PURPOSE OF PREPARING BUSINESS PLAN

To apply loan

This business plan is prepared by MORRIS SPORT CENTER for the purpose of obtaining working capital loan from Bank Rakyat. Loan from Bank Rakyat is cost **RM 153,587**

As a guideline to managing of purposed business.

This business plan is prepared by MORRIS SPORT CENTER CORPORATION as guideline for managing the purposed venture.

To convince the Investors

We are telling the investor that our company is not in high condition to be losses in this market.

Cn: 9610
PP01457

ETR 300-28



TABLE O

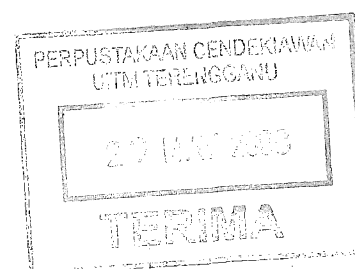
PP00001457

Business plan for Morris Sport Center:sport utilities center /
Noorhidayah bt Ahmad...[et.al.].

INTRODUCTION	1 - 2
PURPOSE OF PREPARING OF BUSINESS	3
COMPANY BACKGROUND	4
OWNER AND PARTNER BACKGROUND	5 - 9
LOCATION OF BUSINESS	10 - 12
ADMINISTRATIVE PLAN	13 - 21
MARKETING PLAN	22 - 31
OPERATIONS PLAN	32 - 36

FINANCIAL PLAN

Unit Perkhidmatan Maklumat
Perpustakaan Cendekiawan
UITM Terengganu



FOTOSTAT TIDAK DIBENARKAN