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UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY/BUSINESS OPPORTUNITY/ BUSINESS PLAN

FACULTY AND PROGRAMME: SENI LUKIS DAN SENI REKA (GRAFIK DAN MEDIA DIGITAL)

SEMESTER :SEMESTER 4

PROJECT TITLE : SPORTS SERVICE

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## **INTRODUCTION**

Entrepreneurship education aims to provide students with the knowledge, skills and motivation to build entrepreneurial success in a variety of environments. Variations in entrepreneurial education are offered at all levels of schools from primary or secondary through graduate university programs

Entrepreneurship education focuses on the development of skills or attributes that enable realization of opportunities, where management is focused on the best way to manage the existing hierarchy. Both approaches have an interest in achieving "profit" in some form.

In particular, the project was designed to meet the objectives of the assignment aimed at ensuring the students can see the growth and growth of the company's options based on their research and interviews. This project will help students identify the differences and similarities between the syllabus and the application conducted at the company that has been chose.

The project must be able to find an efficient work environment that is compatible with the work space and scope of the employees in the business. The environment will reflect the quality and long-term value of the company in the future. This research will also demonstrate the efficiency of company rules and regulations or their standard operating procedures.

Our company of choice is B-TOP PLT that provides a football academic program among youngster and teenagers. The main purpose of this company is to polish football skills among them. The company held many activities such as football or futsal tournaments to give a better experience to the participant. The CEO of this company obviously got a wealth of knowledge in sports and dedicated in building a strong sportsmanship among youngster and teenagers.

## COMPANY BACKGROUND

B-TOP was initiated in 2014 by coach Rudie with a group of youth in his neighbourhood, who were his sons' friends. At that time, the intention was to get to know them and ensuring a safe environment. Instead he has given the youths **the opportunity** to play with a proper coach. He has created a positive environment for them with his motivational approach. His efforts were fruitful and observed by others. Subsequently B-TOP was offered to help problematic youths in an outlying district. Since 2015, B-TOP has been providing **free FOOTBALL PRACTICE** to more than 30 students each year, ages 13 through 16, in Bachok. With the help of two **experienced volunteers**, the program meets twice a week and has proven to support **excellent academic performance** and overall student motivation.

B-TOP believe that all children should be given opportunity to play and enjoy their childhood. **FUTSAL** was introduced to primary school children ages 9 to 12. This futsal program is not only aims to develop the children **skills** in football, it also coach them **soft skills, teamwork, time management and effective communication**. The program creates the opportunity for the children to be **active in a safe environment**. B-TOP has been helping the children who were previously excluded by their school team, and be given same amount of opportunity to play in the team, to be belong to a team. This supports their self esteem and helps to develop a positive personality in their later adulthood.

B-TOP was fully established as a Sport Social Entrepreneur in 2015. In 2016, B-TOP was selected as **top 12 Social Entrepreneur** by Malaysian Global Innovation & Creativity Centre (MaGIC) under **MAPSE Track Cohort 02**. Over the past 3 years B-TOP teams have travelled to different competitions and ended up at 4th positions in PBRB National League 2016 and FADA National League 2017. In 2017, B-TOP expands to different sport other than football and futsal.

Since September 2017, B-TOP is offering primary students in Kota Bharu holistic **ARCHERY TRAINING**. We currently serve more than 60 students at a primary school in Kota Bharu suburb, ages 7 to 11, and have also started a parent team! Our program is lead by

two **certified experienced professional coaches**. Each student supports the program with a symbolic RM20 monthly fee to help cover our costs. However, due to the increasing demands from new students and the cost of equipment, their contributions are not enough to meet the program's current needs.

To engage with the girls, B-TOP offers **SOFTBALL** to the secondary students. It is a program which targets for the girls to represent their school at least at district level. Currently there are about 45 female students involved with the program.

More than just fun, B-TOP **PLAY and TALK approach** uses **personal coaching methods as well as life-skills training** to fully develop our youth. B-TOP's coaches are always looking for new skills and are constantly receiving new certifications. In order to continue supporting our coaches professional development and to ensure sustainability of the program, sponsor partnership is needed.

B-TOP aims at providing safe and fun learning environments to practice sports. However, at the same time, we offer the chance to participate in **Regional and National Tournaments**, giving the opportunity to our students to gain recognition and extra academic credit. These competitions demand high disbursements of financial resources which is why B-TOP continues to need external support.

Finally, in August 2017, B-TOP was selected amongst other 10 national and ASEAN organizations to become a part of MOF's (Ministry of Finance) VIP (volunteering for international professionals) program. This has provide us with the opportunity to work with 3 international Fellows who have been supporting our mission during the past months.

## **OWNER BACKGROUND**

B-TOP is founded by RudieYaakub and his two sons, AfeeqRudie and HazeeqRudie. Rudie has a vast experience in adolescent motivational program since 2009. He received professional adolescent training in Monash University Melbourne. Meanwhile, the other two co founders have been playing with Australian Clubs and been certified as a grassroots coach by FFA. B-TOP co founders are also certified as Premier Skills Community Coach by English Premier League and British Council. B-TOP is advised by Associate Professor Dr. Asrenee Ab. Razak from UniversitiSains Malaysia (USM).