



UNIVERSITY OF TECHNOLOGY MARA

SABAH BRANCH

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

FACULTY OF ADMINISTRATIVE

SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

PAINTBALL
ETR 300

BUSINESS PLAN

SHOOTERZ PAINTBALL

Prepared by:

JR THADDEUS JACK KINABALU	2008294028
MOHD AL AMIN BIN ABDUL THANI	2008426836
NOR AIN BINTI ZAINAL	2008211148
RAFIDAH ABU	2008294018

Prepared for:

MS. NURASHAKIN ZAKARIA
LECTURER OF ETR 300

Date of Submission:
08 October 2010

SALINAN FOTO TIDAK DIBENARKAN

TABLE OF CONTENT

CONTENTS	PAGES
Letter Of Submission	7-8
Acknowledgement	9-10
Executive Summary	11-12
CHAPTER 1: BUSINESS INTRODUCTION	
1.0 Introduction	13-15
1.1 Business Vision and Mission	16
1.2 Business Background	17
1.3 Background of Partners	18
1.3.1 General and Operational Manager	19
1.3.2 Marketing Manager	20
1.3.3 Administration Manager	21
1.3.4 Financial Manager	22-23
1.4 Business Logo	24
1.5 Purpose of Business Plan	25
1.6 Project Location	26-28
1.7 Partnership Term Agreement	

CHAPTER 2: ADMINISTRATION PLAN	
2.0 Introduction To Organization	29-30
2.1 Business Address	31
2.1.1 Location Plan	32
2.1.2 Description of Location Plan	33
2.1.3 Type of Building	34-35
2.2 Strategies of Business	36
2.2.1 Planning Strategies	37
2.2.2 Organizational Strategies	37
2.2.3 Leading Strategies	37
2.2.4 Directing Strategies	38
2.2.5 Controlling Strategies	38-39
2.3 Organizational Structure and Chart	
2.3.1 Organizational Structure	40
2.3.2 Organizational Chart	41
2.3.3 List of Administration Personnel	42
2.3.4 Schedule of Task and Responsibilities	43-44
2.4 Business Hours and Working Hours	5
2.5 Schedule of Remuneration	46
2.6 Employee Incentive Scheme	47-48
2.7 List of Equipment and Furniture	
2.7.1 Address of Supplier	49
2.8 Administration Budget	50
2.9 Office Layout	51
	52

EXECUTIVE SUMMARY

Presently, there are lot of business exist in our country and its variety of business. These business are competing each other I order to gain more profit and customer as well. They considered being successful business if they become one of the main contributors to the country's economy.

Thus, the existence of entrepreneurs in our country is very important. This is regardless to the entrepreneurship who acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit.

After arguing and through several discussions, we decided to make paintball as our business. But, before that, we already did various methods to identify the chance in the business field. Nevertheless, our company name is Shooterz Paintball which established as partners' company and we will start our company on 1 January 2011.

Our priority is to make sure our business will brings happiness to the customers and we are confident our business has a good opportunity to gain profit and contribute to the economic development of our country. Even though there are already exist paintball business in business field, but we are try to complete the weaknesses of them. We come with new ideas, packages

CHAPTER 1: BUSINESS INTRODUCTION

1.0 INTRODUCTION

Nowadays, there are many business opportunities exist in Malaysia especially in our beloved state that is Sabah. Usually the entrepreneurs involved in two type of business which provide service or products. Each of this business will give either profit or loss to the entrepreneurs but it depends on how they manage their own business because the main purpose of opening a business is to gain a profit as much as it can.

Paintball is one of the games that have become famous around the world and in Malaysia it started in early 2003 in Peninsular Malaysia. Paintball is a recreational sport which the players is competing in teams or individually with the main objectives is to eliminate the opponents by hitting them with pellets that contain paint from a special gun called paintball marker. This sport event can be play either indoor or outdoor and it also suitable to be play by all ages.

In our opinion, this kind of business which is paintball has good opportunities to gain profit because we want to try to promote something fresh to the Sabahan society because there are only a few paintball centres in Sabah. Since the service has its advantages we believe that the demand on paintball will be high in the future and in addition we will put a priority to the quality of our service as well as the to achieve customer satisfaction.

The factors of selecting this paintball business comes down to many reasons like adding a new form of sport adrenaline oriented in Sabah,