



UNIVERSITY OF TECHNOLOGY MARA
(SABAH)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR300)

TURN 30 ADVENTURE PARK

PREPARED BY:

RAHMI TASMAN

2008267354

RAZIAN AMIRA ABDUL HAMID

2008218764

WAN MUHAMMAD HAFIZ HUSIN

2008292194

JANUARY - APRIL 2011

TABLE OF CONTENTS

	TITLE	PAGE
1.0 INTRODUCTION		
1.1	INTRODUCTION	2
1.2	PURPOSE OF BUSINESS	5
1.3	COMPANY BACKGROUND	6
1.4	OWNER OR PARTNER BACKGROUND	7
1.5	PARTNERSHIP AGREEMENT	10
1.6	LOCATION OF BUSINESS	13
2.0 ADMINISTRATION PLAN		
2.1	INTRODUCTION	15
2.2	COMPANY PHILOSOPHY	15
2.3	ORGANIZATIONAL CHART	16
2.4	MANPOWER PLANNING	17
2.5	SCHEDULE OF TASKS AND REPONSIBILITIES	18
2.6	SCHEDULE OF REMUNERATION	20
2.7	WORKERS INCENTIVE SCHEME	20
2.8	OFFICE LAYOUT	22
2.9	LIST OF OFFICE EQUIPMENT	23
2.10	ADMINSTRATIVE BUDJET	27
3.0 MARKETING PLAN		
3.1	INTRODUCTION	28
3.2	SERVICE PROFILE	29
3.3	MARKET ANALYSIS	32
3.4	COMPETITORS ANALYSIS	34
3.5	MARKET SHARE	36
3.6	SALES FORECAST	38
3.7	MARKETING STRATEGY	40
3.8	MARKETING PERSONNEL	44
3.9	SCHEDULE OF TASKS AND RESPONSIBILITIES	44
3.10	SCHEDULE OF REMUNERATION	45
3.11	MARKETING BUDGETS	45
4.0 OPERATIONAL PLAN		
4.1	INTRODUCTION	46
4.2	<i>PROCESS PLANNING</i>	47
4.3	<i>OPERATIONS LAYOUT</i>	48
4.4	<i>MATERIALS PLANNING</i>	49
4.5	<i>MATERIALS AND EQUIPMENTS REQUIREMENT</i>	50
4.6	<i>MAPOWER PLANNING</i>	51
4.7	<i>SCHEDULE OF REMUNERATION</i>	52
4.8	<i>OVERHEADS REQUIREMENT</i>	52
4.9	<i>LOCATION PLAN</i>	53
4.10	<i>BiSINESS AND OPERATIONS HOURS</i>	55
4.11	<i>LISCENSE, PERMITS AND REGULATIONS REQUIRED</i>	55
4.12	<i>OPERATIONAL BUDGET</i>	56
4.13	<i>IMPLEMENTATION SCHEDULE</i>	57
5.0 FINANCIAL PLAN		
5.1	INTRODUCTION	58
5.2	EXPENDITURES	59
5.3	SALES PROJECTION. PURCHASE PROJECTION & DETAILS OF BUSINESS	62
5.4	PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	64 65
5.5	BUDGET	
5.6	FIXED ASSETS & AMORTISATIONS TABLES	68
5.7	PRO FORMA CASH FLOW	71
5.8	PRO FORMA INCOME STATEMENT	72
5.9	PRO FORMA BALANCE SHEET	73
5.10	FINANCIAL ANALYSIS	74
5.11	FINANCIAL RATIOS (GRAPH)	75
5.12	CONCLUSION	77

LIST OF TABLE

	TITLE	PAGE
1.0 INTRODUCTION		
1.1	THE MEANING OF FEATURES AND COLOR ON THE BUSINESS LOGO	4
2.0 ADMINISTRATION PLAN		
2.1	NUMBER OF PERSONNEL	17
2.2	SCHEDULE OF TASKS AND RESPONSIBILITIES	19
2.3	SCHEDULE OF REMUNERATION	20
2.4	LIST OF OFFICE EQUIPMENTS	23
2.5	LIST OF OFFICE STATIONARY	26
2.6	ADMINISTRATION BUDGETS	27
3.0 MARKETING PLAN		
3.1	LIST OF ACTIVITIES PROVIDED AT TURN 30 ADVENTURE PARK	30
3.2	INCOME LEVEL IN KOTA KINABALU IN THE YEAR 2010	33
3.3	LIST OF COMPETITORS	34
3.4	COMPETITORS' STRENGTH AND WEAKNESSES	35
3.5	TURN 30 ADVENTURE PARK'S STRENGTH AND WEAKNESSES	35
3.6	MARKET SHARE BEFORE COMMENCEMENT	36
3.7	MARKETING SHARE AFTER COMMENCEMENT	37
3.8	SALES FORECAST OF BUSINESS OPERATION	38
3.9	LIST OF PACKAGE	41
3.10	LIST OF MARKETING PERSONNEL	44
3.11	SCHEDULE OF TASK AND RESPONSIBILITIES	44
3.12	SCHEDULE OF REMUNERATION	45
3.13	SCHEDULE OF MARKETING BUDGET	45
4.0 OPERATIONAL PLAN		
4.1	TABLE OF RAW MATERIALS	49
4.2	TABLE OF RAW MATERIALS REQUIREMENTS EVERY MONTH FOR THE FIRST YEAR	49
4.3	THE TABLE OF MATERIALS AND EQUIPMENTS REQUIREMENT	50
4.4	LIST OF PERSONNEL	51
4.5	SCHEDULE OF TASK AND RESPONSIBILITIES	51
4.6	SCHEDULE OF REMUNERATION	51
4.7	TABLE OF OPERATIONAL OVERHEADS COSTS	52
4.8	OPERATIONAL BUDGETS	52
4.9	IMPLEMENTATION SCHEDULE	56
5.0 FINANCIAL PLAN		
5.1	MARKETING EXPENDITURE	59
5.2	ADMINISTRATION EXPENDITURE	60
5.3	OPERATIONAL EXPENDITURE	61
5.4	SALES PROJECTION	62
5.5	PURCHASES PROJECTION	62
5.6	FIXED ASSETS' ECONOMIC LIFE	62
5.7	PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	63
5.8	ADMINISTRATION BUDGET (REPEATED)	65
5.9	MARKETING BUDGET (REPEATED)	66
5.10	OPERATIONAL BUDGET (REPEATED)	67
5.11	DEPRECIATION VALUES OF FIXED ASSETS	69
5.12	LOAN REPAYMENT SCHEDULE	70
5.13	HIRE PURCHASE REPAYMENT	70
5.14	PRO FORMA CASH FLOW	71
5.15	PRO FORMA INCOME STATEMENT	72
5.16	PRO FORMA BALANCE SHEET	73
5.17	FINANCIAL RATIO ANALYSIS	74

LIST OF FIGURES

	TITLE	PAGE
1.0 INTRODUCTION		
1.1	LOGO OF THE TURN 30 ADVENTURE PARK	4
1.2	1.2 THE MAP OF THE LOCATION OF TURN 30 ADVENTURE PARK	13
1.3	THE LAND WILL BE THE LOCATION OF THE ADVENTURE PARK	14
1.4	THE LOCATION OF THE ADVENTURE PARK IS NEAR THE RIVER	14
2.0 ADMINISTRATION PLAN		
2.1	THE LAYOUT OF OFFICE	22
3.0 MARKETING PLAN		
3.1	PIE CHART OF MARKET SHARE BEFORE OPERATION	36
3.2	PIE CHART OF MARKET SHARE AFTER OPERATION	37
3.3	BUSINESS CARD SAMPLE	43
3.4	BILLBOARDS SAMPLE	43
4.0 OPERATIONAL PLAN		
4.1	THE ACTIVITY CHART OF TURN 30 ADVENTURE PARK	47
4.2	THE LAYOUT OF OPERATIONAL PLAN OF TURN 30 ADVENTUREPARK	48
4.3	THE MAP OF THE LOCATION OF TURN 30 ADVENTURE PARK (REPEATED)	53
4.4	THE LAND WILL BE THE LOCATION OF THE ADVENTURE PARK (REPEATED)	54
4.5	THE LOCATION OF THE ADVENTURE PARK IS NEAR THE RIVER (REPEATED)	54



EXECUTIVE SUMMARY

This is our business, named Turn 30 Adventure Park. The profile of this business is about adventurous services. Adventure parks are one of the main attractive places that contribute to the Sabah's tourism sector, because most people nowadays like adventurous activities like kayaking, flying fox, high rope and wall climbing.

From the administration angle, this business is governed by three well-experienced managers. It is also known that our office is fully equipped by state-of-the-art equipments in order to complete printing jobs.

From the operational point-of-view, the equipments required to conduct all the adventurous activities itself is state-of-the-art, including equipments that is delivered from overseas. Hence our activities can meet the international standards. Also, our park provides campsite with provided tents for those to stay overnight.

In the marketing segment of this business, there are several competitors that are long existed in the market, but we'll try the best to compete with them. In terms of sales, we can predict many people, including local and foreign tourists, come to our park. Hence, we can generate lots of revenues. In order to achieve that, we'll conduct several marketing strategies.

In terms of financial, this business can be proven profitable and growing. The financial analysis in the later section of this business plan shows the forecasted financial performance overall.

To sum up, this business plays the vital role to enhance Sabah's economy, particularly in the tourism sector.