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ENT 300
FUNDAMENTAL OF ENTERPRENUARSHIP

BORNEO ICE SKATING ENTERPRISE

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1.0 INTRODUCTION

The name of our business is Borneo Ice Skating. The ice skating is the most popular sport and game in the western countries which have snow and cold temperature. Basically, the people from the tropical area countries like Malaysia only can see this thing from the television and very rare to test and enjoy it.

The existent of this company not only give enjoy for the people about this game but also can give the chance to the people or visitor to test and try it then visiting to the western countries to try it. As we know, in West Malaysia, it have two ice skating centre like in Sunway pyramid and Penang, and we did not not have it in east Malaysia like Sabah and Sarawak, and it will give the chance to the people in east Malaysia to enjoy the ice skating. It also can give the high demand from the people in the east of Malaysia especially in Sabah who want to try enjoying the ice skating.

Ice skating activity totally rare in east Malaysia, hence we introduce this kind of activity to give our own people to experience it. Furthermore, the special in our place is, we have prepared several packages where it can attract some customer of all ages. Firstly is, we provide a skating academy where people can learn the various technique and ways of playing ice skating and skills that are taught by instructors with adequate experience in the world of ice skating. We also provide a variety of packages such as school public package, member package, skate card, promotion, and many events.