



اَوْتَمُوْا سَبِيْلِيْ تَتَيَكُوْنُوْا رُكْنًا مِّنْ اَرْكَانِيْ  
UNIVERSITI  
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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

# THE PHILOSOPHER



**ATTACK! ATTACK! PAINTBALL**

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## 1.0 EXECUTIVE SUMMARY

Teenagers are getting more and more active every single day. Active in a way of making they more involve in sports. The common sport that a teenage person gets involve in is Futsal, badminton, football, swimming, Ping-Pong and so on. These types of games are fun and challenging to play but somehow it is not enough for them. Hence, the need for more challenging and exciting games for sports is growing.

They need something new, something fresh, and something that can makes their hearts pumping and adrenaline rush. That something new is paintball. Even though there are a few companies that is in Sabah already started this type of sport but it is still considered to be one of the newest sport game. The history of paintball is that the evolution of paintball into the modern fast sport that we know today happened quite quickly in comparison to most other sports. The history of the paintball gun begins in the early 1970s, when it was used as a tool for marking cattle and trees. In 1981, 12 friends played the 1st ever paintball game using these industrial paintball guns on a field measuring over One-hundred acres. Paintball also uses the player's mind, which is sort of like chess, it uses strength and intelligence. Our company which is Attack! Attack! Paintball will be set up between the 1Borneo hyper mall and the housing area Kingfisher Sulaman and also a rentable land.

The reason why we chose this area, it is because it is near to shopping complex, near universities, colleges and schools, and also housing areas. Our main prospect is obviously will be teenagers and for extreme athlete. We chose this rentable land because it has a large area to play and the condition of the ground is suitable for a desert theme field were the players can have a real live desert combat game live what we see in a computer game. Other else than that, other

themes are also set up to satisfy the prospects wanting. The equipment for the game is being prepared with paintball makers and unique paint ball masks for the players.

What sets our company apart from the other paintball companies is that our company has a student price which is quite reasonable for students to pay and offers for package to play for example the prospects must have a certain numbers of player and 500 paintball bullets will be given to each player at RM35.00. Other else than that our company is much more closer to our prospect so it is much more easier for the prospect to come to us.

Our methods of promoting our paintball company to our prospect is to make a Facebook and blog page were anyone can just click on it to learn more about our company background and learn information on what type of games themes , terms and conditions. Other than that we will promote to universities that for example are having a carnival and also to distribute flyers to people in this type of areas. Banners can be use to attract drivers who are passing by the road that can easily be notice because the area of paintball is just beside the road. Since our location is on a rentable building, it is necessary for us to pay for the monthly rent of the building. And since we are new, it is best for us to start with the basic lay out of the building and the layout of the paintball field. Roughly our budget is RM500,000 to prepare the business equipments.

Our paintball game will definitely bring an enjoyable, exciting, adrenaline rush; pump action and most importantly healthier lifestyle to our prospects. Fun is the element to have if the players want to play.