



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN

HARMONY FUTSAL CENTRE

PREPARED BY:

**SITI NUR AMALINA BINTI JURAIMI (2010751577)**

**MUTIARA NUR UBIT (2011228472)**

**MOHD FARID BASRIN (2011627962)**

**DAYANGKU SITI ZULAIHA BINTI RUSLI (2010701119)**

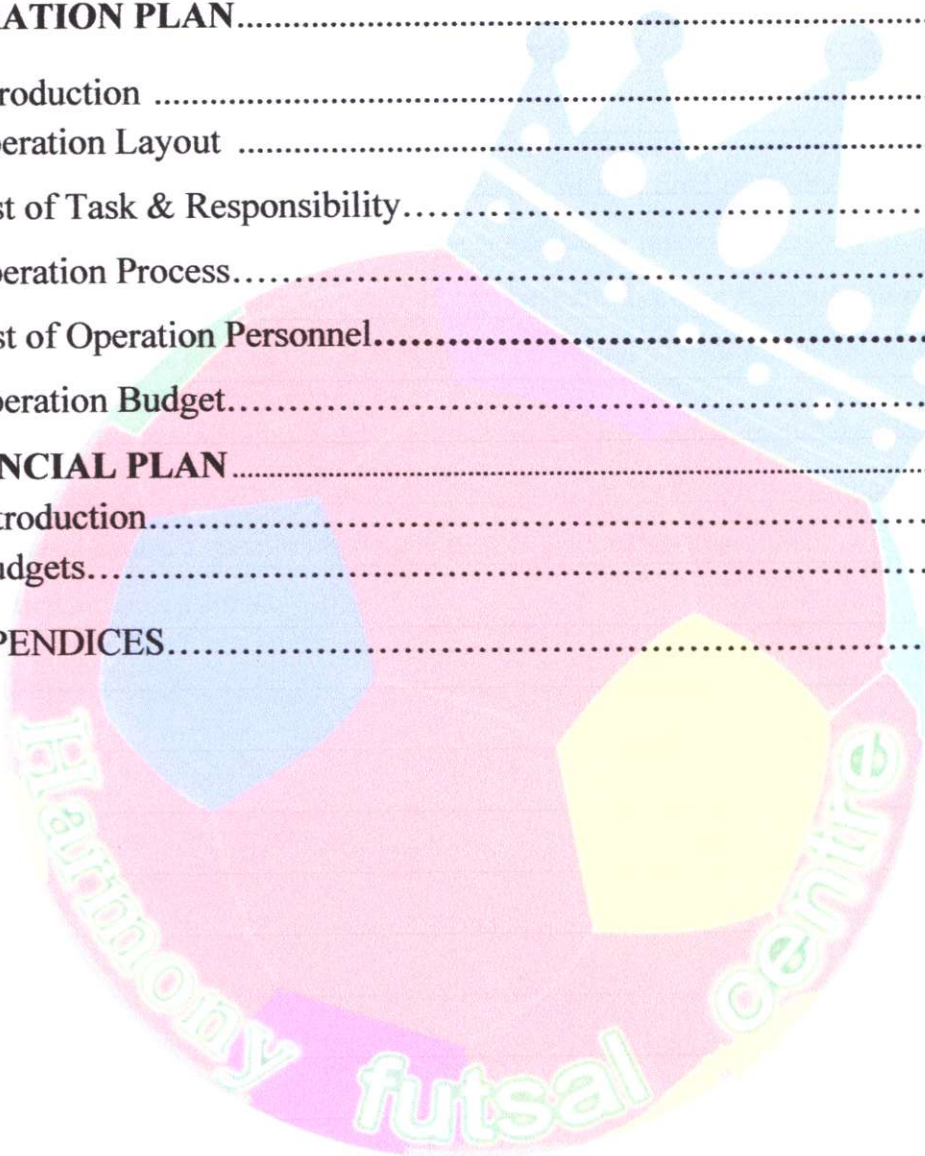
**NURUL SHAHEERA BINTI IBRAHIM (2011443846)**

## Table of Contents

<b>1.0 INTRODUCTION</b> .....	3
1.1 Acknowledgement.....	4
1.2 Executive summary .....	5
1.3 Purpose of business .....	6
1.4 Business background.....	7-9
1.5 Partners background.....	10-14
1.6 Partnership business agreement .....	15-20
<b>2.0 ADMINISTRATION PLAN</b> .....	21-22
2.1 Organization chart.....	23
2.2 List of administrative personnel .....	24-31
<b>3.0 MARKETING PLAN</b> .....	32
3.1 Introduction .....	32
3.2 Determination of service.....	33
3.3 Target Market.....	34
3.4 Market Size .....	35
3.5 Market share.....	36-37
3.6 Main competitor .....	38
3.7 Marketing strategy .....	39-43



3.8 Sales forecast.....	44- 47
3.9 Marketing budget .....	48- 49
<b>4.0 OPERATION PLAN.....</b>	<b>50</b>
4.1 Introduction .....	50-53
4.2 Operation Layout .....	54-55
4.3 List of Task & Responsibility.....	56-59
4.4 Operation Process.....	60-62
4.5 List of Operation Personnel.....	63
4.6 Operation Budget.....	64-66
<b>5.0 FINANCIAL PLAN .....</b>	<b>67</b>
5.1 Introduction.....	67
5.2 Budgets.....	68-88
<b>6.0 APENDICES.....</b>	<b>89-99</b>

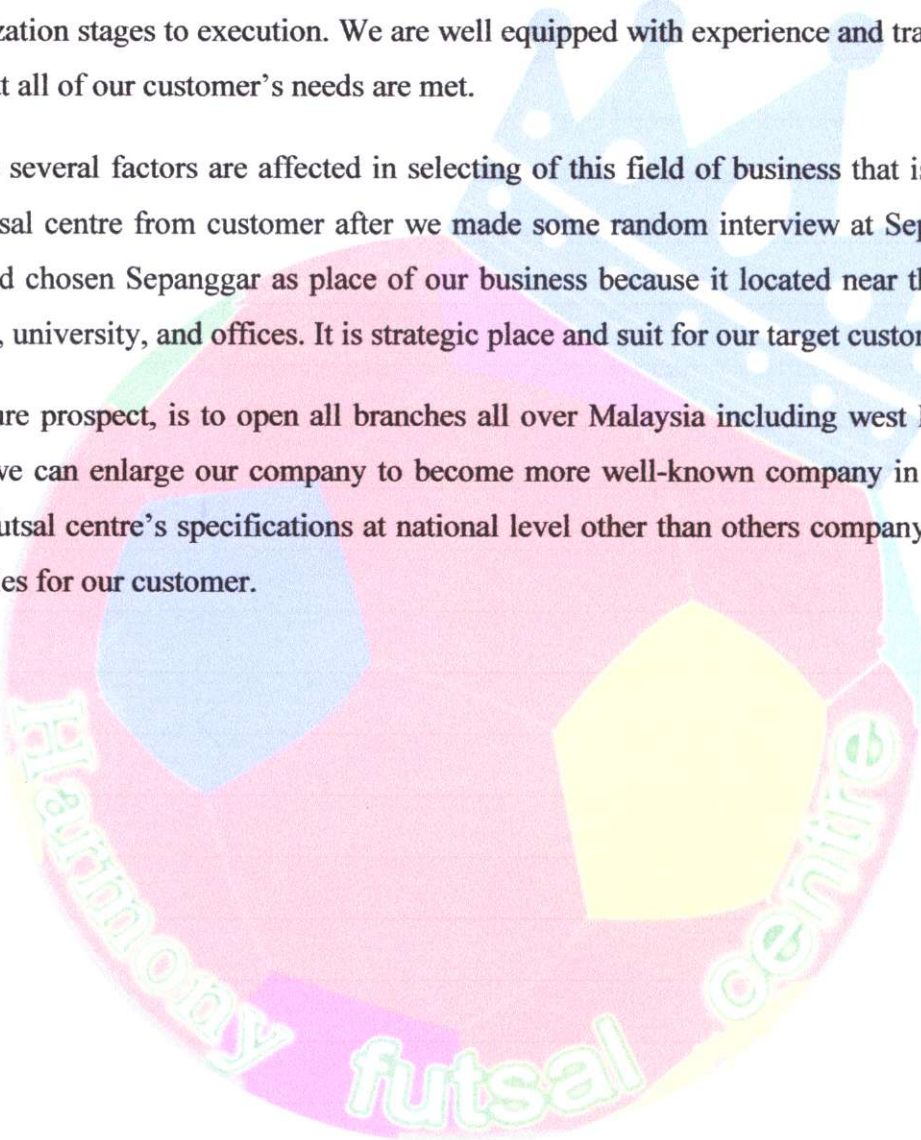


## 1.0 INTRODUCTION

Harmony Futsal Centre or HFC Sdn Bhd is a partnership business that located at Sepanggar, 89200 Kota Kinabalu, Sabah. HFC Sdn Bhd provide a fully integrated sports company that offers our customers, young or old, a full range of sports management services from conceptualization stages to execution. We are well equipped with experience and trained staffs in ensuring that all of our customer's needs are met.

There were several factors are affected in selecting of this field of business that is demand for standard futsal centre from customer after we made some random interview at Sepanggar area. Then we had chosen Sepanggar as place of our business because it located near the residential area, school, university, and offices. It is strategic place and suit for our target customer.

For our future prospect, is to open all branches all over Malaysia including west Malaysia. By doing this we can enlarge our company to become more well-known company in futsal centre which our futsal centre's specifications at national level other than others company and provide more facilities for our customer.



## 1.2 EXECUTIVE SUMMARY

Harmony Futsal Centre committed to provide a suitable and comfortable environment with full facilities to our society. This futsal centre is open to all people especially teenagers, adult to play futsal with safe environment.

Our company are confident to run this business field where we can achieve our business target. Our priority is to make people feel comfortable and safe play futsal in our court and women also can play without felt worried about safety, comfortable.

