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ENT 300 – FUNDAMENTALS OF ENTREPRENEURSHIP
SEMESTER PROJECT

PHOTON FITNESS AND SPORTS CENTRE

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GENERAL INTRODUCTION

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. A business plan is very important in an organization in order to have effective and efficient controls over the flow of the business organization. Business plan is also known as a working paper, business proposal, project paper or prospectus.

PURPOSE OF THE BUSINESS PLAN

This business plan is prepared to be a guideline. It is also an evaluation from outside to convince them about stability of our shop.

Besides, business plan can be guideline to a new entrepreneur who interested involving or starting the same business. Furthermore, this business plan can be guide to our shop to manage our business more efficient and systematically, this is because the long term plan can be more properly and able to distribute business resources more effective. On the other hand, we can practice our knowledge and idea among our member that involve-in this business.

The business plan is prepared for various reasons. Among the main reasons are:

1. To evaluate the project viability and growth potential

- From business plan, all of the factors that influence will be considered. Therefore, our company will run efficiently and achieve the maximum profit because lake of mistake.

2. As a guideline in Golden badminton Centre operation

- The business plan consists of our target and strategies. Therefore, business plan is importance guideline in our daily operation. In addition, it can be a reference for us on anytime.

3. High Demand for sports centre from customers

- As we all know, customers will always looking for sports and recreation to keep fit. Customers will always come to sports centre or gym every day after their working time.

4. Limited Sports Centre available

- In Kuching, they were limited of sports centre that covered up all of people all around Kuching. Most of the sports centres are far, and hard to find. This way, customers will not have a hard time in searching for sports centre again.

5. Sports in a healthy way to keep fit and exercise and therefore it play important role to everybody

- Sports are always a good way to keep fit and to keep healthy. People tend to forget that health is the most important thing aside from money.

COMPANY MISSIONS, OBJECTIVES AND GOALS

Each company have their own vision, missions, objectives and goals. Here are few of them:

COMPANY VISION:

To become your trusted and versatile fitness and sport centre in Malaysia and in the provision of activities that enhance community health and well – being.

COMPANY MISSIONS:

1. To provide state of art, sport facilities and equipment's to customers.

Our mission is to bring the most memorable experience to customers while using our services.

2. To ensure customers satisfaction through excellent services and facilities with an affordable cost.

We offer a suitable cost to our customers to ensure the satisfaction while using our services.

COMPANY OBJECTIVES:

1. To achieved our sales of 857,639 in the first 3 years.

During our 3 years of operation, our objective is to achieved sale of RM 857,639

2. To upgrade our facilities such as adding more futsal courts and other facilities.

In order to become one of the successful sports centre, we must upgrade our facilities by adding more futsal courts and other facilities.

COMPANY GOAL:

1. To open more branches around Kuching town in order to expand our business.

As we stating in our future prospect earlier, our objective is first to open more branches around Kuching area to achieve more incomes.

2. To provide membership and have an increasing number of customers going our centre in 1st year of operations.

During our first year of operations, our goal is to register as many as possible members in our fitness and sports centre membership and gaining more customers.