



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



D'PAJ Sport Centre

PREPARED BY,

FACULTY & PROGRAM : FACULTY OF APPLIED SCIENCES (AS120)

SEMESTER : 5

PROJECT TITLE : D'PAJ SPORT CENTRE

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SUBMISSION DATE: 02/01/2018

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EXECUTIVE SUMMARY

D'PAJ Sport Centre is a company located in The Summer Mall in Kota Samarahan, Sarawak. D'PAJ Sport Centre expects to catch the interest of new customers with its world class sportswear distribution.

The major of our business is providing high-technology of sportswear apparel gained from Adidas company and Nike company. The company plans to have strong market position in Kota Samarahan, due to great materials products and affordable price.

D'PAJ Sport Centre aims to offer its products at a competitive price to meet customers' income. Especially, students from nearby universities and family who interest it wearing sportswear apparel.

D'PAJ Sport Centre is equally owned and managed by its five (3) partners. The personals are Jeff Collven Anak Claisdell Lorren as General Manager and Financial Manager, Patrick Sullang Ambun as Marketing Manager, and Azwan bin Jai as Operational Manager and Administrative Manager.

The products provided by the company are; Adidas Classic T-Shirt, Adidas Climalite and Adidas Climacool, Nike Training T-Shirt, and Nike Dri-Fit.

With the products we are selling as stated above, we have full confidence that we have the advantages to capture a substantial portion of the market

1.0 INTRODUCTION

D'PAJ Sport Centre, is a retail store focusing on selling sport apparel such as Adidas brand, and Nike brand, which is widely known globally. The nature of business made by D'PAJ Sport centre is distribution of sportswear products.

The company is owned by shareholders as we contribute our knowledge in handling sportswear selling business. By applying our knowledge in business industry, we hope that the store is dedicated to build-up a long-term relationship with customers through good products quality, and customer service. Thus, the store wants to be recognized as a part of leading sports company in Sarawak.

The store's goal is basically to grow steadily, becoming profitable by the second year of operations. The location of the business is in Aiman Mall, Lot 2301, Block 26, Jalan Dato' Muhd Musa, 94300 Kota Samarahan, Sarawak. The date of commencement of the store will be on 20th February 2018. Factors for selecting the business are, the location, population, demand and service to community. Other than that, we can gain high profit and lesser competitive in the mall as we the only sport store retail operate in the mall. Moreover, our unique and creative in serving of products able to attract potential customers to purchase the products we are selling.

Our future prospect of the business, to achieve among the first and distinguishes our company from others.

2.0 PURPOSE/S OF BUSINESS PLAN

The purpose of the business plan is to test the feasibility of our business. Writing a business plan is the best way for us to test whether or not an idea for starting a business is feasible other than going out and doing it. In this sense, the business plan is our safety net, where writing a business plan can save our great deal of time and money if working through the business plan reveals that our business is untenable.

Besides that, the reason of business plan is to give our new business the best possible chance of success. Writing a business plan will ensure that our pay attention to both the broad operational and financial objectives of our new business and details, such as budgeting and market planning. Taking the time to work through the process of writing a business plan will make for a smoother start up period and fewer unforeseen problems as our business becomes established.

To secure funding is also a part of purpose in business plan. We are going to need both operating and start up capital to start a new business and we have no hope of getting any money from established financial institutions such as banks without a well develop business plan. And established businesses often need money too, to do things such as buy new equipment or property, or because of market downturns. Having a business plan gives us a much better chance of getting the money we need to keep operating or to expand.

Lastly, business plan leads us to make business planning manageable and effective. A business plan is essential if we are thinking of starting a business, but it is also an important tool for established businesses. Viable businesses are dynamic, they change and grow. The company's original business plan needs to be revised as new goals are set. Reviewing the business plan can also help us to see what goals have been accomplished, what changes need to be made, or what new direction our company's growth should take.