



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN TOURISM MANAGEMENT

**ETR300: FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS REPORT**

TITLE:

**CHILDREN THEMED PLAYGROUND IN THE SHOPPING MALL
(Entertainment + Education)**

NAME OF BUSINESS:

FantasyLand

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1.0 INTRODUCTION

The name of our company is FantasyLand and it is a themed playground made especially for children. Similar to its name, our company provides a service of entertaining children and creating a world full of imaginations and fantasies. Our company is a business which includes entertainment for children and at the same time providing them with educations through the activities that are handled in our themed playground.

Since Sabah is facing a tremendous growth through inbound tourism both from domestic and international tourists, we anticipate that our business will give out an indirect impact to the country's economy. As FantasyLand is a one of a kind themed playground, it can be assumed as one of the attractions in the country. As far as we are concerned, there is very little in-house entertainment that can be found in our country. Therefore, we decided to open up a mini-theme park located in a shopping complex, to cater up the demand for children's entertainment.

We are planning to have our premise at 1 Borneo Hypermall Shopping Complex. This is due to the fact that this hypermall is one of the most popular shopping complex today, as well as its location which is in the heart of the capital city of Sabah. Besides that, since our target markets are mainly focused to children, we believe that this is the most strategic place for us to do our business. Our business is expected to start operating on 01/01/2011.

We believe that the future prospect of this business is quite wide as it would grow in line with the tourism industry as well as the demand for indoor entertainment in this country. Apart from the children in our country, we are also targeting on tourists attention. This is one of the ways for us to gain free publicity through the services we will be providing to them. If we leave them a good impression, they will sure promote our FantasyLand to their friends and relatives.



2.0 BUSINESS PLAN PURPOSE

- To evaluate the project possibility and growth potential

 - To be able to apply loan or financial aids from the relevant financial institutions. State clearly the amount required and the purpose of the loan.

 - To act as a guideline for the management of the proposed business

 - To allocate business resources effectively
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- a) As a guideline in managing our business. A lot of the business entrepreneurs failed as they did not manage to do a research on the business they are in to as well as the business' related field.

 - b) To know the feasibility of the business proposal.

 - c) To make an evaluation and forecast of our business by doing a certain study on the market and field of the business itself.

 - d) It lets us focus on what we are to do, our objectives, and other relevant matters. By doing so, we are able to execute our plan and operation in a better and accurate way, as well as implementing it based on the research we have gone through.

 - e) We are able to make presumption to the outcome of this business, whether it has a future / prospect or not. This can also influence in the decision making for our business.

 - f) It also can help us to gain the trust and confidence of other parties involves in this business for example the financial institute.

 - g) As guidance to manage our day-to-day business operation and helps us to overcome the obstacles and hardship in it.
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- h) This business plan can be a future reference and guidance for others who are interested in starting up a business.

 - i) To be able to manage our sources in a better technique. In this business, our source of management is important so that our company will always be in the right track.
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