



اَوْنِوَرْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

Fundamentals of Entrepreneurship

(ENT 300)

“Triple Strike Bowling Centre”

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Submission Letter

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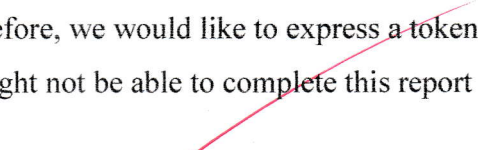
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Miss,

SUBMISSION OF BUSINESS PLAN REPORT

On behalf of the title, we have already done our Business Plan report that wanted to be submitted. All of our studies and research has been done according to the guideline and procedures.

2. During our hard time finishing this report, we appreciated for your kindness in guiding and giving us advises throughout the process. Therefore, we would like to express a token of appreciation because without your guidance, we might not be able to complete this report into a good report.



Introduction of Business Plan

A business plan is a formal statement of a set of business goals, the reasons 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. This business plan for Triple Strike Bowling Centre needs to be proposed so that it will be taken in an appropriate manner. This is because it will give us an opportunity to assess the business industry in the future. We decided to open up through partnership business so that we can spend our interest in this sport industry. The business is in form of enterprise which consists of four shareholders.

All shareholders are agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. We chose this business because it shows the equality and no one will be discriminated as the losses and profit are equally divided as stated ratio and the financial manager will announce whether the business will gain how much profit or loss by the end of the year sales.

Furthermore, the partnership is an excellent option for our to take part in because the shareholders will always share the ideas and knowledge in order to gain profit and achieve high productivity from time to time.

Name of Company

The name for our company is Triple Strike Bowling Centre (TSBC). What is "Triple Strike"? Before we decide to do this business plan, we have very hard time to decide on giving the best name for our company. And then we decided to go to the Bowling Centre to play bowling. During the game, one of us had strike three times and from there with the voice of majority we come up with the name "Triple Strike" for our company. Our company is based in sports entertainment. Besides that, we also provide cafe outsourcing from other company. The advantage for our company is that we are the first company that set up Bowling Centre in Mukah.

Nature of Business

TSBC's company is in a business form of partnership. Partnership business is incorporated under the Business Registration Act 1956 (Amendment 1978). This company involved with 4 partners which are all Bumiputera. The reason why we choose partnership because of our interest and hobby that we share together and at the same time we have the same dreams in open up the same business which in bowling as sport entertainment.

The entire shareholder which is all the partners has their own responsibilities in TSBC. With the voice of majority, Josephine Dylin Pillip has been appointed as Administration Manager and automatically as the General Manager. The other partners are Siti Ratna Seri Binti Aipidi as Marketing Manager, Laura Anak Mathew Mumin as Operational Manager and Erma Istuester Anak Dunsan as Financial Manager. All position was arranged due to the qualification of all the partners.

Industry Profile

In Mukah, there is not enough sport entertainment industry been develop. Since Mukah town is an education area, we wanted to open up bowling centre. This business is the first industry that has been organized in Mukah.

We decide to open up in Mukah because of some reason. One of the reason is the location is strategic where we had found that this area is an educational area. So, with this opportunity the student can release their tension by playing bowling. Besides, our business is based in family oriented entertainment where we encourage family to come to bond their relationship. Instead of that, we operate long business hour as we are operate from morning till midnight. We also have very nice layout and friendly stuff as we wanted the customer to feel comfortable the moment they enter and we do applied morale characteristic on how to treat customer. In additional, we provide comfy place to hangout. Here, the customer can relax on the comfy couch while waiting for their turn.

In this industry, our company is competing with several entertainment industries namely the Pool Centre, Amusement Centre, K-Box Centre, Cyber Cafe and jamming studio.

Pool Centre is an industry based in entertainment. As we are very new in the market, slowly we will try to improve or expand our business to reach bigger target market so it can help to boost up our profit.

