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2D GALAXY MAX

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Firstly, we would like to thank The Almighty God for allowing us to complete our business plan successfully. Without His blessing, we will be never complete this business plan on time. We are grateful that this business plan accomplish after lots of preparation and hard work to all of this.

Besides putting our full commitment, there is one person for his tutelage and guidance in completing this business plan, we would like to thanks to Mr. Abang Sulaiman bin Abang Naim for showing us the way of how to be an entrepreneur. Without him, we sure we will lose and know nothing about entrepreneurship. He was a great lecturer with clear understanding and a good channel of giving examples and information based on his experience.

We also want to thank to everybody who involve directly or indirectly towards our project especially, our classmates. Even we are not in the same group but, we always exchanged some opinions between us. In addition, we also like to give our appreciation to some organizations that involve in our project. These organizations are all very helpful and friendly in giving information and opinion especially, the leisure sports organizations, which are close related to our business.

Once again, we would like to thank everyone that help, support and motivated us either directly or indirectly. Their small contribution is the most valuable asset and useful study for us.

Executive Summary

After doing extensive research on the business opportunity available in Samarahan area, our group decided to specify our business in Roller Skating Centre. Our group has come up with the business plan of partnership, whereby our partnership's name is 2D Galaxy Max.

In the process of establishing this business plan, all aspects including the four major of business establishment such as marketing, administration, operation and finance are seriously taken into consideration. Along with the cooperation among the executives in this partnership, we have planned firmly the operation from the marketing until the financial plan in order to assist our business performance with minimum barriers and greater returns.

The marketing and operation plan are carefully handled in order to obtain maximum profit. It is important as these are the factors that determine the percentage of profit and the allocation of market share in providing roller skating centre which eventually affects both operation and marketing. Besides that, they also reflect the business's strategies of promotion and operation process. Further detail of this will be shown in the marketing and operation plan.

The Administration Executive will tell us about the administration budget including the chart of the partnership, remuneration table, job description and so on. Other than these, our goals and strategies which tell us more about the company will be explain later in this business plan.

The finance plan is all about the partnership contribution of capital, comprehensive income and financial position as well as the partnership's cash flows.

We genuinely hope that all the guidelines which were given to us will help us to correct our mistakes, so that our Business Plan will be accepted.

1.0.1 Introduction

1.1 Name of the company

The name of our partnership is **"2D Galaxy Max"**. The **"2D"** word is stand for **"to direction"** of the excitement and satisfaction during skating. We chose the word **"2D"** because we want to give the new way of opportunity to our customers experience in leisure sports areas. Other than that, **"2D"** was chosen because it can attract our target market as it similar

We chose the **"Galaxy"** word because we want to create a lively experience as in the space and as they can touch the skies that illuminating around them.

The word **"Max"** also chose base on our business goal which is to satisfy our target market maximally. With the maximum excitement and satisfaction, our business will meet the desire of the target market that always tried to find new changes in their life, especially among the youngsters.

1.2 Nature of the business

Our nature of business is mainly focused on roller-skating service. Besides that, we also provide services for customers to learn roller-skating for the first timer, offer special event services. For examples, our customers can rent the entire skating rink for regular birthday party or corporate party such as family annual sports day of the company.

We also make corporation from outside party that want to run mini cafe service, as it can increase our side income in term of rental receivable. On the other hand, it will make our customers easily to purchase food and beverages.