



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SCHOOL OF CHEMICAL ENGINEERING STUDIES  
DIPLOMA IN CHEMICAL ENGINEERING  
(CEEH110)**

**ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**ASSIGNMENT 2**

**BUSINESS PLAN REPORT (50%) : SKYSHUTTLE COURT**

**PREPARED BY :**

<b>NAME</b>	<b>STUDENT ID</b>
<b>AMIESHA NUR SHAHEERAH BINTI MAZLAN</b>	<b>2021861108</b>
<b>ANIS MAISARAH BINTI SHOKERI</b>	<b>2021808224</b>
<b>FAIZ DANIAL BIN MOHD NASIR</b>	<b>2021824012</b>
<b>HARITH IZZUDDIN BIN ALI AKHBAR</b>	<b>2021848306</b>

**GROUP :**

**J4CEEH1105A**

**PREPARED FOR :**

**MADAM NORIN HAFIZAH BINTI RAHIM**

## TABLE OF CONTENT

<b>TABLE OF CONTENT</b> .....	<b>2-4</b>
<b>LETTER OF SUBMISSION</b> .....	<b>5</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>6</b>
<b>1.0 BUSINESS BACKGROUND</b> .....	<b>7</b>
1.1 About Company.....	7
1.1.1 Name of Business.....	7
1.1.2 Nature of business.....	7
1.1.3 Industry Profiles.....	7
1.1.4 Business Location.....	8
1.2 Reasons for Starting the Business .....	8
1.3 Purposes of Preparing Business Plan.....	8
<b>2.0 PARTNERS BACKGROUND</b> .....	<b>9-13</b>
<b>3.0 ADMINISTRATION PLAN</b> .....	<b>14</b>
3.1 Vision.....	14
3.2 Mission.....	14
3.3 Objective.....	14
3.4 Organizational Chart.....	15
3.5 Administration Personnel Schedule.....	15
3.6 Schedule of Task and Responsibilities.....	16-17
3.7 Remuneration Schedule.....	17
3.8 Office Equipment, Fixture and Fittings and Office Supplies.....	18-19
3.8.1 Office Fixture.....	18
3.8.2 Office Equipment.....	20
3.8.3 Utilities.....	21
3.9 Administration Budget.....	22

<b>4.0 Marketing Plan.....</b>	<b>23</b>
4.1 Product / Service Description.....	23-24
4.2 Target Market.....	25
4.2.1 Demographic Segmentation.....	26
4.2.2 Psychographic Segmentation.....	26
4.2.3 Behavioural Segmentation.....	27
4.3 Market Size and Sales Forecast.....	27
4.3.1 Sales Forecast.....	28-29
4.4 Competitors Analysis.....	29-31
4.5 Market Share.....	32
4.5.1 Market Share before Entering the Market.....	33
4.5.2 Market Share After Entering the Market.....	33
4.6 Marketing Mix.....	34
4.6.1 Product.....	34
4.6.2 Price.....	35
4.6.3 Place.....	35
4.6.4 Promotion.....	35
4.6.4.1 Facebook and Instagram.....	35
4.6.4.2 Signboard.....	36
4.7 Marketing Budget.....	36
<b>5.0 Operational Plan.....</b>	<b>37</b>
5.1 Process Planning.....	38
5.2 Operation Layout.....	39
5.3 Production / Capacity Planning.....	40
5.4 Material Requirement Planning.....	40
5.5 Machine and Equipment Planning.....	41
5.6 Location of the Business.....	42
5.7 Business and Operation Hours.....	43
5.7.1 Business Hours.....	43
5.7.2 Operation Hours.....	43
5.8 Permits / Licenses Requirement.....	44-45
5.9 Operation Budget.....	46

## EXECUTIVE SUMMARY

SkyShuttle courts is an indoor badminton court which provides high quality facilities and services for badminton enthusiasts at all skill levels from beginner to the professional. Our business aims to create a welcoming environment for players to enjoy playing badminton while offering a range of services to meet their needs. This business plan outlines the comprehensive strategy to establish and operate a facility catering to badminton lovers. It includes overview of the business concept, target market analysis, marketing strategies, operational plans and financial projections. Our business is located at Taman Bukit Dahlia, Jalan Dahlia, 81700 Pasir Gudang, Johor. This place is strategic since it was near the residential area and school. Our target market is residents who live at Taman Bukit Dahlia as the team found that there are no badminton courts for people who live there to play badminton. Therefore, we came out with this business to give them some opportunities and facilities to enjoy playing badminton. The price of our badminton courts rental is affordable as it only costs RM13 per hour starting from 9 am to 1 am. It is in the form of partnership business consists of 4 positions such as General Manager, Administrative Manager, Marketing Manager and Financial Manager which is Harith Izzuddin as a general manager, Amiesha Nur Shaheerah as an administrative manager, Anis Maisarah as a marketing manager and lastly Faiz Danial as the financial manager. The staff were employed based on their skills and experiences before this which somehow can help the business to succeed. SkyShuttle courts offers some services that can help ease the consumers that are in need which our business also provide a racket rental to those who do not have their own racket or a newbie person, racket string and grip repair services and shuttlecock at a lower prices than other badminton courts businesses.

## **1.0 BUSINESS BACKGROUND**

### **1.1 About Company**

#### **1.1.1 Name of Business**

Our business is SkyShuttle Courts. SkyShuttle Courts is a modern badminton facility dedicated to offering top-notch amenities and a memorable badminton experience for players of all skill levels.

#### **1.1.2 Nature of business**

Our business is offering indoor badminton courts. SkyShuttle Courts is a business that provides badminton equipment facilities such as shuttlecock, rackets, grip, and racket string. Our business is dedicated to encouraging health, fitness, and community involvement through badminton

#### **1.1.3 Industry Profiles**

SkyShuttle Courts is basically a sport centre which offers the sport service such as badminton courts. There will be sports equipment in SkyShuttle Courts. Our business is dedicated to encouraging health, fitness, and community involvement through badminton. Our business wants to encourage people to love badminton sports.

#### **1.1.4 Business Location**

Our business is located at Taman Bukit Dahlia. The chosen location is considered strategic because it is near to the residential area and school. SkyShuttle Courts aspires to be the ideal venue for badminton enthusiasts in Taman Bukit Dahlia and beyond by upholding high quality, customer service, and professionalism standards.