

UNIVERSITI TEKNOLOGI MARA

FACULTY OF SPORTS SCIENCE AND RECREATION

DIP. IN HEALTH AND FITNESS (SR114/06)

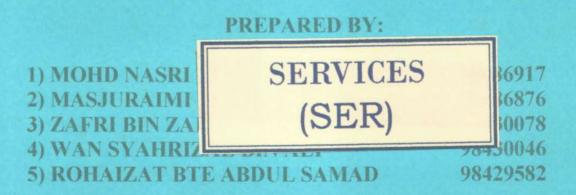
ENTREPRENEURSHIP (ETR 300)



"BLUE OCEAN SWIMMING POOL SERVICE CENTER"

PREPARED FOR:

MR. ZAINAL BIN LODE



BLUE OCEAN SWIMMING POOL SERVICE CENTER

CONTENTS

PAGE

Acknowledgement.	i
Company Logo	İİ
1. Introduction	1
2. Company Background	4
3. Shareholder Background.	7
- General Manager	
- Assistant General Manager	
- Executive Administration	
- Executive Marketing	
- Executive Account	
4. Location	14
5. Agreement Letter	15
6. Management Planning.	22
- Organization Objective	
- Organization Strategy	
- Organization Structure/Organization Chart	
- List of Workers	
- Specification of Duty	
- Salary of Management Workers	
- List of Office Furniture and Fitting	
- Administration Budget	
- Intensive Work	
- Office Plan	

7. Marketing Planning	38
- Marketing Analyze	
- Competitor	
- Market Size/Shyer	
- Market Forecast Sales	
- Marketing Strategy	
- Service Strategy	
- Price Strategy	
- Promotion Strategy	
- Market Expenditure	
8. Operational Planning	51
- Chart Flow Process of Service	
- Operation Hour	
9. Financial Planning	56
- Project Implementation Cost	
- Source of Financing	
- Loan Amortization Schedule	
- Cash Flow Proforma	
- Profit and Lost Proforma	
- Balance Sheet Proforma	
10. Justification	74
11. Appendixes	

ACKNOWLEDGEMENT