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A Business Development Proposal to set up a sports court or venue booking management automation system (BooknBall Sdn. Bhd. Sdn. Bhd.) around Klang Valley, Malaysia

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Executive Summary

This research paper will be discussing about the feasibilities of setting up an online platform (phone application/software), BooknBall Sdn. Bhd. for users to be able to book sports court from their fingertips according to their preferred day and time. This research was taken up because the booking system of sports is still rather primitive in Malaysia and hoping that this project will be able to digitalise sports activity in Malaysia.

This paper will also include the plan and for market, marketing, operations and strategies that BooknBall Sdn. Bhd. should consider before jumping itself into this integration industry. Moreover, financial plan for the next 3 years will also be included to show a thorough plan on how this platform will be able to sustain itself.

1 Introduction

1.1 Industry and Company Background

1.1.1 Company Overview

BooknBall Sdn. Bhd. Sdn. Bhd. will be the registered name for the start-up company that will be covered in this research paper. This business entity will be a start-up, a sole-proprietorship is not a feasible way to begin. A partnership with other colleagues will be a more practical way to begin a start-up as the losses and the profits will be shared among individuals. Start-ups are going to be running on loss at the beginning parts and sharing these loses before success will be taking off the burden. Furthermore, partnerships generally have an easier time acquiring capital than corporations because partners, who apply for loans as individuals, can usually get loans on better terms (Spitz, et al., 2021). This is because partners guarantee loans with their personal assets as well as those of the business. The main focus of this business entity will be around Klang Valley for the time being as research is required for further development into the various states of Malaysia. Plus, Klang Valley is the perfect location for a business to boom as there are many opportunities present at every corner.

1.1.2 Ownership and Team

The business unit will be partnered with a co-founder and a management team that will be running the business process. As seen below, the company structure is tailored for the business and the product as it needs these components for the business to be successful (Wiersema & Bird, 2017).

1.1.3 Mission Statement

BooknBall Sdn. Bhd. Sdn. Bhd. aims to develop and digitalise sports interaction in Malaysia. Starting off as a booking management automation system, the business unit aims to further develop into a sports digitalization hub in Malaysia where every point of automating sports related interaction would reduce the time and manpower required. This will also enable youngsters whom are engrossed in the digital era to develop interest in sports.

1.1.4 Future Goals

Sports such as football, badminton and etc. are etched in every Malaysian’s heart. But it is rather sad to see the industry is still unable to reach its full potential. It is what unifies every

Malaysian as they cheer for the athletes that are competing in tournaments. BooknBall Sdn. Bhd. aims to be a body where it could nurture the sports industry in Malaysia through digitalisation to garner the attention of every Malaysian. It also aims to develop the industry to live up to its potential and in future to fund the sports industry in Malaysia beginning from the primary school levels. Every Malaysian is an athlete at heart, to live up to their potential is what BooknBall Sdn. Bhd. aims to do.

1.2 Business Opportunity and Issues

1.2.1 The Opportunity

Every entrepreneur has the chance to take advantage of this business idea. If you're looking for a niche market that can be grown into a leading company concept, this is it. By automating the management at every available sporting venue, the system may become a self-sustaining business model, with only routine maintenance necessary. When it comes to administrative costs, eliminating the requirement for a human to be in charge of the area would save money, while also reducing the costs of automation.

1.2.2 The Issue

If this business model is to succeed, the owners of the courts would have to decide if they are willing to take the leap into management automation. Getting the owners' trust in this system to be implemented will be a major challenge because there will be worries about how long it will last and concerns about upkeep. With little success in attracting the attention of sports court owners, BooknBall Sdn. Bhd. will need to find investors to start its own completely automated sports court where it can run successfully and the point of automation will be noticed by other business owners. In this method, BooknBall Sdn. Bhd. will benefit from the service's sales.

1.3 Purpose and Rationale

In a publicly-traded corporation, the stockholders are the company's owners, according to Milton Friedman, and the same goes to BooknBall Sdn. Bhd. where the primary goal of business is to maximise profits. Other than that, the company's primary goal would also be to satisfy the needs of its various stakeholders, including its employees, clients and even the general public. On the other hand, many philosophers believe that enterprises must comply by a set of rules that are both legally and socially mandated. During her time as chairman of

Thermax Limited, Anu Aga once observed, "We survive by breathing, but we can't claim we live to breathe. The ability to generate revenue is critical for a company's survival, yet revenue cannot be the sole basis for a company's existence.

1.4 Terms of Reference

1.4.1 Research Questions

It is necessary to address the following four feasibilities in this study:-

1. What is the Market Feasibility of the booking and sports industry in Malaysia?
2. How will Marketing Feasibility will be able to sustain the business model in Malaysia?
3. Does Operational Feasibility will able to facilitate the business model to run smoothly?
4. What are the Strategic Feasibility that need to be considered?

1.4.2 Research Objectives

The new market trend in Klang Valley locations will be the most important factor in generating a solid BooknBall Sdn. Bhd. research discovery. Understanding what people need in today's market will help to determine the best techniques for influencing the market's approval. Most of the studies will concentrate on feasibilities that allow users to take advantage of the business model in a more effective manner. Using both online and offline platforms, a new sales strategy method will be adopted to ensure that the target market is able to embrace it effectively. In order to make sure we have a solid basis that can produce measurable results, such as market share, customer growth, and profit and loss through progressive sales, this will help us ensure that we accomplish a solid foundation. As a result of this, we can deduce the following:

1. To have a complete knowledge about market feasibility in a booking management system business model
2. To determine if the marketing method will be enough for the business to sustain and be feasible.

3. To understand if the operational structure will be able to assist the business model in the long run.

4. To have a clear understanding about the strategies that needed to be deployed for the business to stay competitive

1.4.3 Research Framework

To understand how BooknBall Sdn. Bhd. can been sustainable and accepted in the market, here are four aspects to consider:



2 Business Review

Preliminary research has been done to verify the firm is built appropriately and has enough data to support its profitability. Risks would be reduced based on four major elements: market, strategy, and marketing and operation feasibility. Every components have been evaluated to quantify all risk.

2.1 Market Feasibility

Timing, location, and, perhaps most crucially, the ability of the business owner to understand and adapt to changing client demands are all elements that must be considered. It's always about getting to the bottom of what the customer wants. In order to ensure the success of the new firm, greater attention was required to changes in consumer trend and demand (Greenville, 2018). When it comes to online service businesses, the shifting preferences and demands of customers have sparked a wave of innovation.

As a business owner, you must therefore have a thorough grasp of your clients. Marketing strategy relies on market segmentation, which is essential for every organization's ability to make informed decisions (Dolnicar, et al., 2018). Pricing levels can be differentiated amongst sectors, according to economic pricing theory, to maximise profit. Because of market heterogeneity, the corporation will be able to focus on the more homogeneous consumer segments by bringing customers together in groups with comparable product preferences and purchasing habits. Additionally, segmentation of customers will aid in the organization's ability to better allocate resources. STP (Segmentation, Targeting, and Positioning) is a well-recognized segmentation technique described in the literature. In order for a business owner to improve their product offerings, they must do market segmentation so that they can better cater to those clients that make up the bulk of their revenue (Romppanen, 2021). By focusing on a small group of clients, companies are able to better locate resources. In the world of business, things rise and fall in a predictable pattern. It is critical to determine whether the business in which we plan to join is a viable one or merely the latest fad. Businesses that follow public fashion tend to fail within a short period of time.

2.1.1 Market Analysis

To better understand the need for a product like this, experts must first study the current status of the industry. The Malaysian booking service business was studied using Porter's Five Forces model. It will help a firm flourish in the future.

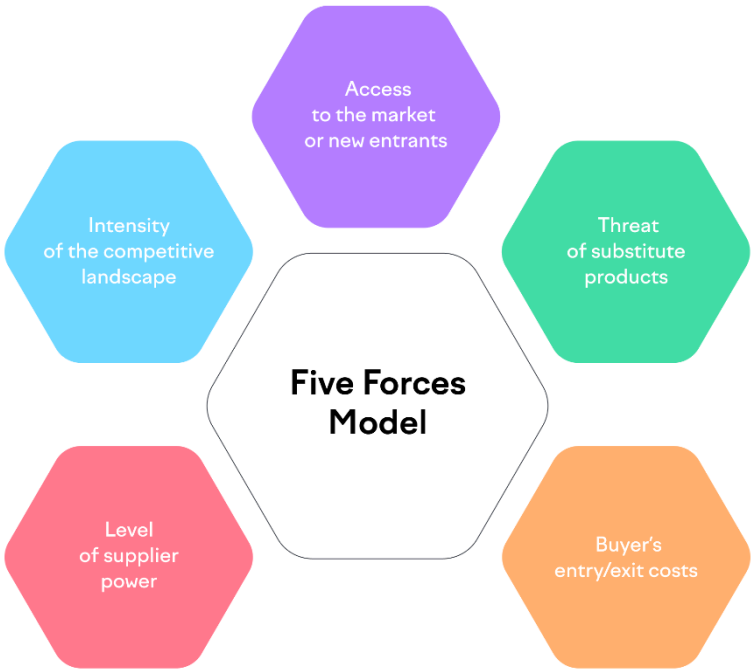


Figure 1: Porter's 5 Forces Model

2.1.2 Client Needs and Wants

For a company in the service industry, favourable client feedback and reviews are critical to future growth. To demonstrate their dedication to client pleasure, it is critical for new company models to create their brand. As a result, you'll see an increase in the number of repeat consumers in the future (Zhaoa, et al., 2021). As a result, businesses must ensure that their staff have the skills necessary to provide superior customer service by providing both effective training and incentives.

2.1.3 Competitive Strategy

Becoming an entrepreneur in today's competitive marketplace requires innovative concepts that can meet the needs of customers and deliver results as promised. Competitive market demand forces the business owner to keep an eye on the market's current trends. In order to

stand out from the competition, the company must provide additional, high-value services or employ a distinctive business plan (Liu & Atuahene-Gima, 2018).

This business unit's Competitive Strategy will be Differentiation, since it is uniquely positioned to obtain a competitive edge in the present market conditions. At present time, there are no business unit ideas that can match the demands of the Klang Valley area. It is our goal to make the booking process as simple and straightforward as possible for our customers.

2.2 Marketing Feasibility

Marketing may be used to promote a company's products and services. Those who work in the business sector should be familiar with this plan and know how to put it into action. Marketing tactics have been used by businesses of all kinds for a long time. (Malhotra, et al., 2017). They go so far as to engage marketing experts to assist to promote their products.

This method may be useful in helping businesses achieve their aims. The brand's popularity will increase as a result of certain marketing methods being used. Providing the firm with a reason to safeguard its reputation will help it succeed. As a result of this, their employees will have a better understanding of what they are expected to do in the future (Baines, et al., 2017). The individuals who will be impacted by these goals will also be successful in achieving them.

To study about the marketing feasibility for BooknBall Sdn. Bhd., the Marketing Mix, 4Ps (Product, Price, Place, Promotion) will be used to analyse the marketing strategy.

2.2.1 Product

When it comes to this particular scenario, the product is more of a service that is being promoted to consumers and users that are interested in it (Thabit & Raewf, 2018). Essentially, the service is an application created for clients with individual accounts and the ability to manage their reservations using the service's backend administration panel. Through their account, customers will be able to manage all of their booking information, court availability, and payment methods in one convenient location. At the same time, anyone seeking to make an appointment will be able to filter the courts on the front end based on their location, as well as their availability by hour of the day and day of the week. A court that is booked at a

given time will be reserved solely for the customer, and other customers will not be able to book the same court at that time slot.

The booking management system in Malaysia for these courts are still rather primitive where, people are still required to call and place a booking to reserve a court on their preferred time and day. Today, every business is moving towards digitalisation and automating this point of booking between a customer and the court could eliminate the need of manpower and fully run a self-sustaining automatic sports court. The point of interaction would only arise in the case where customer faces problem during a booking which also can be solved remotely. This company will mainly focus on sports industry where further development for the booking system such as mobile applications and web applications can be implemented. In a way it will be a hybrid between sports and technology, where sports digitalisation have a potential of growing in the Malaysian market.

2.2.2 Price

The Economy Pricing Strategy, Penetration Strategy, and Price Skimming, Premium Strategy, as well as the Psychology Pricing and Bundle Pricing Strategies, are among the six most important pricing strategies used by the organisation. The decision made on the strategy to be implemented will have a long-term impact on the value of the company's brand over time. Among the most significant tactics for ensuring company success are the differentiation strategy and cost leadership (Kienzlera & Kowalkowski, 2017). Complex and misleading pricing systems are a source of concern for today's customers. Businesses are faced with the challenge of determining how to price their products and services in a way that their customers would consider reasonable. Freemium service, cost-based pricing, portfolio pricing, and competitive positioning are some of the pricing strategies to examine (feature pricing). Due to advertising revenue and a growing critical mass on social media platforms like Facebook, Instagram, and Twitter, marketing methods like "Product is free but you pay for the services" are becoming increasingly popular. Each of these models may be customised to fit the specific requirements of a certain industry. While the Model of Product is offered free of charge, you will be required to pay for the services provided by the organisation. In the service business model, the product is the marketing expenditure, not the service. Installation, customisation, and training are all charged to the customer even though the product itself is offered free of charge (Nagle & Müller, 2017). Customers are charged for these services. According to LinkedIn and Spotify, the "Freemium" business model is one in

which basic services are provided for free, but premium features are available only through a monthly membership fee. Free samples may have a negative impact on sales in three ways: Purchasers will not purchase a product until they have received free samples, resulting in faster sales, cheaper sales, and an expanding impact (Cui, et al., 2018). The traditional pricing model, determines the price of a product by multiplying it by a multiple of 2 to 5 times the actual cost of the product as an input into the pricing calculation. The use of cost-based pricing may result in economic inefficiencies if a firm is unable to control production costs and does not have incentives to develop cost-saving technology. The Value Model states that the pricing of a product or service is determined in line with the value of the benefits that end users would receive as a result of utilising the product or service in question.

Value-based Establishing pricing is a business approach that is used to determine how much money a company can make from selling a certain product to a specific group of clients when compared to the profits earned by rivals. Comparing the value of the product to that of the competitors determines its pricing structure. This pricing technique has been used by the countless industry for many years. In a portfolio model, there are a variety of commodities and services available, each having a different cost and value (Panniello & Nigrob, 2019). This strategy sells some products/services at high mark-ups while offering others at low mark-ups, depending on the competition, lock-in, value supplied, and customer loyalty, among other factors. Consumers who are pleased with your product or service are more inclined to tell their friends and family about your company. In the Volume Pricing Model, items and services are grouped together based on the volume of consumption or the user group to whom they are targeted. It is not appropriate to employ this strategy for the items or services that customers purchase or utilise. As a result of this approach, prices are maintained low while competition is fierce and raised when competition is light, giving the firm in question a competitive edge in both situations. It is important for the owner of a new company to understand that a price war is one of the most common reasons for a start up to fail (Jingchen, et al., 2019). The Feature Pricing Model allows you to start with a low base price and charge more as your product's features increase in number and complexity. This approach necessitates the development of a product that can be used on several levels. The last model on the list is the one with a razor blade. The product is being given at a bargain, while the materials required to manufacture it are being sold at a premium. One of the examples is a printer for personal usage at home. Despite the fact that printers are becoming increasingly affordable, ink cartridges remain prohibitively expensive.

2.2.3 Promotion

Promotion include advertising, public relations (PR), and promotional strategy, all of which belong under the umbrella term "promotion." Consumers must understand why they should spend a specific amount of money on a product that is being advertised.

Marketers frequently mix components of promotion and placement in order to reach their target population. As they were in the pre-digital age, "location" and "promotion" are equally vital in the digital era. For example, the types of search tools that are used to activate advertisements for a certain product on the company's website or social media platforms.

Promotion is well-known as a way to boost profits. Advertising, personal selling, direct marketing, sales promotion, and public relations are all possible components of a successful promotional mix (Singh, et al., 2021). The promotion of the company's brand is the primary objective of the promotional mix; nevertheless, the mix also plays an important role in the achievement of the organization's overall objectives as well as the generating of profits. (Mustapha, 2017). One way that companies may save money while still achieving their aims is through the use of promotional mixtures (PM). In order to make the promotional activities more clear, this model should be used. During the research, we will study the most accessible promotional approach in order to discover which promotional tactics are most effective in reaching clients.

2.2.4 Place

A thorough examination of the product's target audience is essential for determining where it should be sold. A broad variety of stores usually carry basic consumer goods, such as paper products (Vuignier, 2017). On the other hand, high-end consumer goods are frequently only available in a restricted number of outlets. In addition, you should choose if you want to sell your products in a real store or online, or if you want to do both.

There are a number of factors to consider when deciding where to open a business outlet, including the local community, potential problem locations, identifying target customers, paying a reasonable price, and being aware of the competition in the area. Prior to starting a new business, the location of the outlet is critical (Cohen, 2000). An important aspect of a company's 4Ps marketing mix is its headquarters location. Locating industrial enterprises was a primary priority for early academics. In the early and twentieth centuries, manufacturing

was the primary source of revenue for most businesses. If a company can reduce the cost of production by being placed closer to the source of raw materials, it may gain a competitive advantage. There has been an increasing emphasis on issues like as raw material availability, transportation costs, labour costs, and market accessibility by location theorists as a reason (Anderson, 2019). The location of a firm may also be influenced by public policy incentives. A company's location has always been an important factor in determining its cost. Taxes, financial incentives, union and right-to-work legislation, and infrastructure all have a role in the selection of firms in a given state or municipality.

Another theory suggests that cost isn't the only factor in determining a location's suitability. The advantages of agglomeration, according to cluster theory, go far beyond improved efficiency and lower costs. Companies in the knowledge-based business sector place themselves in a network of collaborators and rivals in order to foster innovation in their industry. While this is one possible explanation, it has also been proposed that companies prefer to make location decisions in order to reduce the level of uncertainty in their working environment (Hannibal & GaryKnight, 2018). Be wary of issue sites and know your target clients before making a company location selection. Pay a reasonable price and know your competition in the region. The decision to locate a service firm, such as a sports booking agency, is not defined by any specific concept. A service business's site must be close to the target market, but which section of that market is the appropriate target market? College students, working parents with children, folks on their own, or the elderly might all be potential customers. The demographics of the intended audience are also determined by the level of money they have (Scarlat, 2020). Another element to consider is the proximity of a college, high-rise building, or landed housing area to the outlet. This study will go deeper into the breadth of that investigation.

2.3 Operational Feasibility

Operational feasibility is a measure of how effectively a proposed system addresses the challenges that were discovered during scope definition and how it meets the criteria that were defined during system development's requirement analysis phase.

Front-line employees and customers are essential to the smooth running of a service organisation. As technology has advanced, clients are now able to complete their transactions using self-service technology (SST). A few examples of SST in use today include the ATM,

which eliminates trips to the bank counter for cash withdrawals, flight check-in kiosks, which eliminate the need for in-person transactions prior to boarding a plane, and self-service laundromats, which are becoming increasingly popular in cities due to the convenience and savings they provide (Chen, et al., 2021). In the past, it was also recognised that front-line workers had an influence on the perceptions that consumers had regarding the service engagement that they received. The establishment of a personal connection between customers and those providing front-line service has been cited as one of the most important contributors to customer happiness. As a consequence of this, it is essential to have an efficient front-line personnel in order to raise the level of client contentment and to increase customer loyalty. Customers who are pleased with the assistance they receive from the company's representatives are more inclined to have a long-term working relationship with that organisation. The degree to which the customer feels that the sacrifices he or she has made have been adequately repaid determines the level of satisfaction the consumer experiences. Another meaning of contentment is having a positive post-purchase experience with a product or service that meets one's expectations. It is crucial that the staff be fully committed to the success of the organisation. There is a correlation between a team's level of devotion and the project's outcome. It is in the best interest of a company to investigate this form of business further since it has the added benefit of boosting customer satisfaction and loyalty. Self-service businesses who provide outstanding service have this advantage. Customer loyalty is built on the foundations of trust, satisfaction, commitment, and loyalty—all of which must be present in order to establish a long-term business partnership. Loyalty is built on the foundations of trust, satisfaction, and commitment. Loyalty is built on the foundations of loyalty. A strong and productive working connection with the provider should also be maintained at all times. It is important that we keep a strong working connection with the provider in order to increase the likelihood that they will be there for us when we require their assistance. It is possible for a strategic and long-lasting business to materialise as a consequence of the intimate relationship that exists between consumers and suppliers.

2.4 Strategic Feasibility

An analysis of the potential for a new business to be profitable in its target industry is called a feasibility study. When it comes to the management of strategic operations, the concept of fidelity refers to the examination of a potential organization's capacity to integrate both

internally and externally, as well as its capacity to create a match between the organization's internal surroundings and its external surroundings. As a consequence of this, the feasibility study need to be carried out on the basis of a comprehensive understanding of the environment, in addition to the strategic fit and competitive advantage offered by the company's strategy.(Sotiriadis, 2017). Compatibility not only over the short term but also over the long term is a beautiful quality. Ansoff's Matrix will be utilised in order to conduct research on the company BooknBall Sdn. Bhdstrategic .'s feasibility. This research will focus on the company's four most essential strategies, which are market penetration, product development, market development, and diversification..

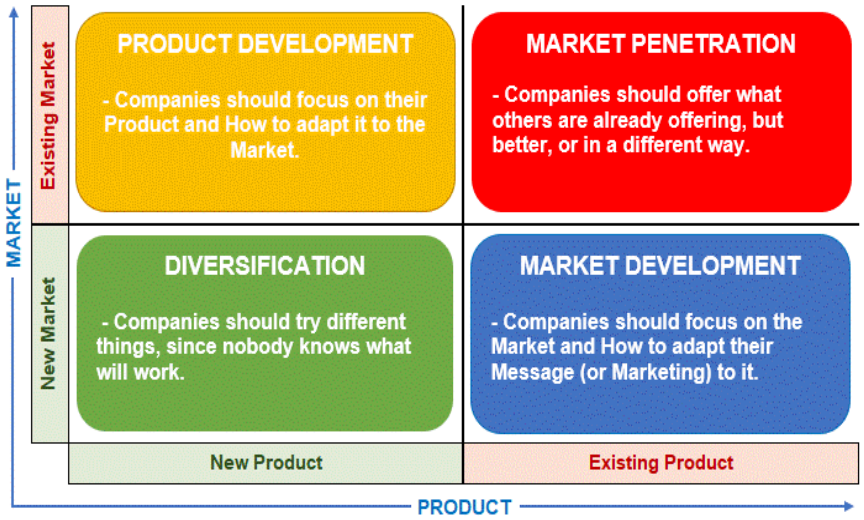


Figure 2: Ansoff's Matrix

2.4.1 Product Development

When the company uses this strategy, it opens the door to the possibility of creating a whole new product in response to the requirements of the market. In order to achieve this goal, normally a substantial amount of time and effort must be invested in product creation as well as research. As for BooknBall Sdn. Bhd., the development of a new product is not required because the company will be utilising an already established model in a novel way in order to target a certain segment of the market. When a company is in a position to provide creative solutions to suit the requirements of their existing market and has a comprehensive grasp of their present market, the product development strategy is an option for the company to pursue. This strategy can be implemented in a number of different ways, such as investing in research and development (R&D) to develop new products for an existing market, purchasing a competitor's product and combining resources to develop new products that better meet the

needs of the existing market, and forming strategic partnerships with other companies to gain access to each partner's distribution channels or brand. These are just a few examples of how this strategy can be put into action. (Santos, et al., 2017). For instance, in the automotive industry, the development of electric automobiles is now underway so that companies may better satisfy their consumers' ever-evolving requirements. Customers are more concerned about the environment when it comes to the automotive industry.

2.4.2 Market Penetration

Products are now being employed in the current market as part of a strategy to penetrate the existing market further. To put it another way, a company will use a market penetration strategy in the event that it wants to grow the proportion of the entire market that it controls. (Tlilia, et al., 2019). It is possible to implement a strategy to penetrate a market in a number of different ways, including lowering pricing in order to draw in new consumers, increasing advertising and distribution efforts, and purchasing the firm of an existing rival. When competing for customers in the same market at the same time, it is common practise for businesses in the telecommunications industry to use strategies such as introductory pricing, expanded marketing, and other methods.

2.4.3 Market Development

In order for a company to successfully enter a new market, they will often make use of an already established product as part of their new market growth plan (s). For instance, growing into new markets might imply extending into new geographical regions, different consumer groups, or even other kinds of businesses. With unique technology that can be leveraged into new markets, profitable prospective customers in the new market, and consumer behaviour that is comparable to consumer behaviour in the existing markets, the market development approach is at its most successful. As part of their overall business strategy, companies have the option of catering to a different consumer category, creating new local markets (which would lead to an increase in the regional market), or entering new international markets (expanding globally) (Wongkar, et al., 2021). Recently, a number of well-known foreign companies, such as Nike and Adidas, have made their debut on the Chinese market in an effort to expand their existing operations there. Both companies, who produce almost identical goods, are targeting a distinct segment of the market with their respective product lines.

2.4.4 Diversification

As part of a diversification plan, a new product or service may be introduced into a different market. This may be done as part of a diversification strategy. In this strategy, risk may be reduced by diversifying linked holdings, which necessitates the development of both new markets and new goods. Related diversification. One of the primary advantages of pursuing a strategy of diversification is the likelihood that a company will have access to previously unavailable consumer spending money, which may also deliver the largest potential for the creation of revenue. If a company wants to diversify its revenue streams, one way it might accomplish this is by penetrating new market niches. (Sun & Govind, 2017).

Related diversification: the existing company and the new product or market have the ability to collaborate in order to gain synergistic advantages through their combined efforts. It is not unusual for companies to try to increase their profits by diversifying their product offerings by, for example, producing a line of leather wallets or other leather accessories to complement their existing product lines. (Nigam & Gupta, 2020).

When referring to a diversification plan, the phrase "unrelated diversification" refers to one in which there are no possible synergies between the existing business and the new product or market that is being examined for inclusion in the strategy. A manufacturer of leather shoes that, for example, enters the market for the production of mobile phones is engaging in a form of diversification that is in no way connected to the production of leather shoes.

3 Research Design

3.1 Research Methods

When it comes to the implementation of a booking management system and a phone app for users, this study will concentrate on the feasibility of the market, the feasibility of marketing, the feasibility of operations, and the feasibility of strategy. The design of this study is based on a conclusive research design. This study aims to provide insight and evidence from the perspective of users as well as owners of courts as another one of its objectives. Our investigation will be guided by the four factors that were stated above. The majority of the data will be collected through the use of market research as the primary method. Because it allows for the collecting of true qualitative primary data and gives researchers the ability to

make observations or draw inferences about the influencing factor, market research was selected as the method of investigation for this study. (Beins, 2017).

3.2 Data Collection

When it comes to the commercial opportunities that will be pursued, the research will solely concentrate its attention on the prospective customers who are present in sports venues such as futsal or badminton courts. For this reason, it is of the utmost importance that the findings of our inquiry be as accurate as is humanly feasible, therefore establishing that a real data collection was carried out for the investigation.

3.3 Research Methods

In order to collect data for this investigation, we will be utilising the market research strategy, which will serve as the foundation for the collecting plan. Because of the advantages of having a manageable sample and being able to complete the research at a time that is appropriate for the participants, the methodologies of market research were selected as the research instruments. We are able to more readily and specifically investigate a target market if we make use of the market research strategy. Despite this, there were some instances in which biases were introduced into the data as a result of market research. One of these problems is, as was said earlier, the fact that the market is not likely to be representative of the population that is the focus of the inquiry. (Delena & M.Zolbanin, 2018). As a preventative measure, we limited our study to the app's primary target group, which is comprised of people who utilise sports facilities rather than doing research on the general population as a whole. According to the objectives of the study, the findings of this research should reflect both the answers to the research questions and the overall conclusion regarding those research questions.

3.4 Demographics

In order to carry out this study, we are going to conduct research into the patrons who frequent sporting venues. In most cases, men are more likely to participate during sporting events than women are. It is not meant to imply that there are no females; nonetheless, the target market is more likely to consist of males than it is of girls. As a result, the promotion of the programme need to be more concentrated on and geared toward guys than it should be for ladies. Certain marketing strategies, such as the layout of the application, its colour, and

others, will be geared more at men than they will be toward women. These strategies include: It is not because of the gender gap that these marketing campaigns would be effective; rather, statistics and research demonstrate that males are the predominant figure in the Malaysian market.

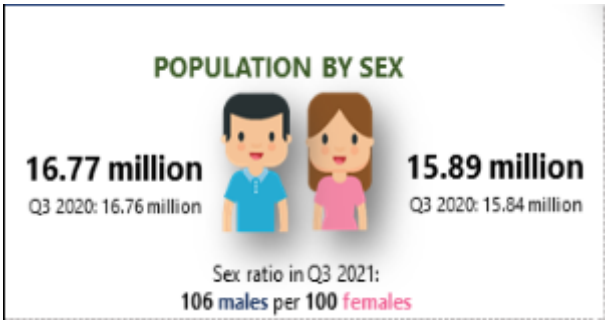


Figure 3: Gender ratio in Malaysia

The ratio of males to females in Malaysia is 106 to 100 (Department of Statistics Malaysia, 2022), as can be seen in the image that was obtained from the Department of Statistics in Malaysia. This indicates that your chances of successfully penetrating a market are multiplied by six if, rather than expanding your marketing approach, you direct your marketing efforts at a certain demographic.

In addition to that, the population of Malaysia has a median age group that is around 29.2 years old. In Malaysia, the majority of the population is between the ages of 15 and 64 years old; nevertheless, the median age of the population is 29.2 years, indicating that the majority of the population is young. This is yet another fantastic method for determining the target market, and given that most of the individuals interested in sports are young adults, the emphasis of the company may be placed on contemporary fashions. Because it is mostly an internet business, jumping on a trend is much simpler to accomplish with this company than it would be with a physical firm, which would need more effort, time, and resources.

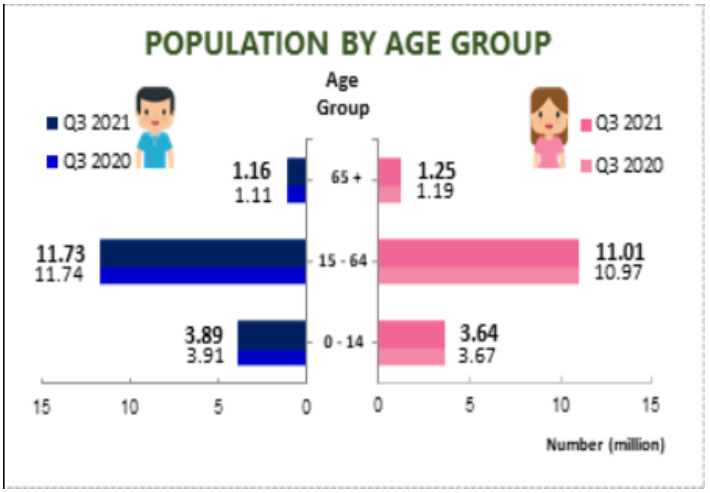


Figure 4: Population by Age group

3.5 Technology

It is a well-established truth that the internet has become deeply ingrained in people's day-to-day lives. Since the growth of the internet began to pick up steam, a great deal of new websites, applications, and other things have emerged alongside it. The introduction of social media was a very significant step forward in terms of growth. Since its inception, the social media phenomenon has rapidly spread around the globe. Applications such as Facebook, which was the pioneer for the expansion of social media, then Instagram, and now the mostly used TikTok, which is the most searched word on Google search engine now, has become an everyday activity for many people. Facebook was the pioneer for the expansion of social media. Instagram came next. The dissemination of news is accelerated, and individuals may now greet one another regardless of their location. Particularly in Malaysia, the general populace is subject to a significant amount of influence from social media. In Malaysia, there are reportedly 29.55 million people who have access to the internet, as reported by datereporter.com (KEMP, 2022). That accounts for virtually all of the people that live in Malaysia. The number of people who used social media was staggeringly high at the beginning of the year 2022, standing at an astounding 30.25 million users. This fact alone is enough to make one's head spin. That equates to 91.7 percent of the population being active on at least one social media platform. This figure demonstrates that marketing one's business on social media platforms is an extremely important component of a company's success story if it is to be told in Malaysia. Because marketing on social media makes it possible to easily contact practically all of Malaysia's population, it is a very effective strategy. People will be

able to view and share the business across their social media platforms, or social influencers can be engaged to promote the business or the items it offers.

4 Conclusions and Recommendations

4.1 Vision and Mission

As the firm expands, BooknBall Sdn. Bhd. aspires to maintain the best degree of reliability possible for its customers. A significant portion of BooknBall's efforts are directed on growing their business around the country. This company's primary goal is to provide you with the most value for your money as is reasonably practicable. The provision of after-sale services should be made available to both potential and important customers as well to present customers (Shokouhyara, et al., 2020). Ultimately, the goal of BooknBall Sdn. Bhd. is to provide consumers with cutting-edge technology and service that is both convenient and inventive. It is aimed to reduce the quantity of labour that employees are expected to perform in the workplace as part of this initiative. Primary objective is to generate higher interest in the product among customers than their competitors do in the same category.

4.2 Objectives

4.2.1 Market Objectives

To introduce and penetrate the market for booking management system into Klang Valley to sports venue owners and also users

4.2.2 Marketing Objectives

To expand BooknBall as a brand to whole Malaysia after 3 years of operation

4.2.3 Operational Objectives

To identify all the available strength and weaknesses

4.2.4 Strategic Objectives

To achieve competitive differentiation advantage among other upcoming sports booking services by positioning the added value service.

4.3 Market Plan

For the purpose of enhancing market-wide strategic enforcement. Researchers must examine the existing state of the market in order to better comprehend the necessity for a product like this. Malaysian booking service sector has been analysed with the use of Porter's Five Forces model. In the future, it will help to maintain a prosperous business.

Industry Competitiveness	Low Impact ● Competition in the industry is scarce as sports related services are currently not developed in Malaysia
Entry Barrier	Medium Impact ● Implementing and selling the idea to sports court owners will be a challenge ● Setting up the initial business unit would require cash and finding suitable candidates for the job will be a humongous task ● Networking to spread the name of the business is also required and maintaining a good track record is very important
Supplier Power	Low Impact ● Several applications for integration needs to be developed, and there are several services for this purpose are available in the market ● Online developers are also available thus cheaper options could be available
Customer Power	High Impact ● Could choose to or not to use the application

	• For their convenience, using the service would make much more sense
Substitute Potentials	• Currently there are no known substitute threats that could outperform BooknBall Sdn. Bhd. • Customers directly booking the sports venue without going through BooknBall Sdn. Bhd. would be a threat to the service

Table 1: Porters 5 Forces

4.3.1 Potential Customers and Revenue

BooknBall Sdn. Bhd. will be able to accommodate several types of sports venue under one booking system. In other words, there is a vast potential consumer base of multiple court venue owners and customers from all age could use the application to book according to their preferred time and day.

According to additional research, BooknBall Sdn. Bhd. has the correct method to penetrate the target market, from the present court booking system to the new service model that can suit the demands of the client and user. A total of roughly 20 futsal courts and 18 badminton courts are located in Klang Valley with all of this courts still employing the traditional booking system. There are still more courts that is not listed on Google which also will be BooknBall Sdn. Bhd.'s targets.

Most of these futsal courts prices vary from RM 60 to RM 120 per hour meanwhile badminton courts starts from RM 10 to RM 15. The price variation is due to mostly because of timing where there are peak and non-peak hours. Other than that, the more well-known courts have their prices slightly increased due to the well maintained courts.

BooknBall Sdn. Bhd. will just be taking a fee of RM 1 to RM 3 for each booking according to the hours booked when the booking for the courts are made through the application. There are many booking will be made throughout the day, every day and covering multiple locations with this system will boost the revenue of the company even more. Meanwhile a subscription plan will be applied to the court owners that would like to integrate the system starting from RM 500 a month.

4.4 Marketing Plan

4.4.1 Product

The product is more of a service that is being promoted to consumers and users that are interested in it. Essentially, the service is an application created for clients with individual accounts and the ability to manage their reservations using the service's backend administration panel. Through their account, customers will be able to manage all of their booking information, court availability, and payment methods in one convenient location. At the same time, anyone seeking to make an appointment will be able to filter the courts on the front end based on their location, as well as their availability by hour of the day and day of the week. A court that is booked at a given time will be reserved solely for the customer, and other customers will not be able to book the same court at that time slot. Additionally, clients who use BooknBall Sdn. Bhd.'s services will have the option to subscribe to either the basic or extra plans. The basic plan will only display the typical information about their courts and availability in the application, whereas the extra plan will assist the client with their marketing by displaying additional information about their courts, promotions, and upcoming events in the application, and the basic plan will not. Because of the marketing that will be done in the application, customers who book courts with more information or promotions will be more likely to book courts with more information or promotions (Röllecke, et al., 2018) if they have these additional features. In addition, BooknBall Sdn. Bhd. will expand their reach by utilising their own platforms, such as websites or social media platforms.

4.4.2 Price

As for BooknBall Sdn. Bhd. pricing strategy, there will be two kind of pricing that will be applied, one is for integrating the service into the existing courts which will be the backend users and another one using the service to book the said courts which will be the front end users. For the backend users, a monthly subscription plan will be offered to them to be able to keep their courts on the application. There will be two kinds of subscription offered where one is the basic plan and another will be known as the extra plan. The basic plan will be priced at RM 500 per month while the extra plan will be priced at RM 700 per month.

On the other hand, the customer whom are booking the courts from front end will have a booking fee charged varying from RM 1 to a maximum of RM 3 according to the number of

hours they are booking the court for. For one hour, the charge will be RM 1, two hours the charge will be RM 2 and for three hours and above the maximum charge will be RM 3.

Subscription Plan	Price (RM)
Basic	500
Extra	700

Table 2: Back-End User Subscription Plan

Booking Fees	Price (RM)
1 hour	1
2 hours	2
3 hours and above	3

Table 3: Front-End User Booing Fees

4.4.3 Promotion

The promotional strategy for BooknBall Sdn. Bhd. will be mostly through social media advertising and discounts offered to front end users as well as loyalty discounts to the back end users. Social media will be a great reach today because most of the people have some form of social media with them (Tuten & Solomon, 2017). Plus, sports are focused mainly on young energetic adults and using social media as a promotional platform will be an exceptional idea. Offering discount codes and promoting events or promotions of a particular sports venue through social media will attract the attention of the front end user. As for the back end clients, the sports venue that integrates the system into their management, will be given loyalty discounts based on the duration of subscription. For an example, monthly subscription with the option that which can be cancelled at any time will cost them RM 500, but if they take it for 6 months straight the total cost then would be RM 2500 or if one year then RM 5000.

4.4.4 Place

As for BooknBall Sdn. Bhd., the business entity itself is not going to own any assets apart from the office space and its related assets but it is going to use existing assets and enhance its services to the next level. This will not only boost the business of the places that BooknBall Sdn. Bhd. intend to list on its services but also the whole community will be driven to engage and develop the places.

Traditional company models require the owner to own the items and services he or she delivers, whereas the asset-light business model does not. Cab owners can be directly incentivized to run a cab-sharing business instead of seeking for a bank loan to buy the taxis needed. Usually, the incentive is the higher-percentage of the profit margin earned per booking or sale. Rather of paying a significant number of money to own everything, you pay a specific amount of capital to get things done and share the profits, whether it's personnel, residential or commercial space, technological items or car equipment.

4.5 Strategic Plan

Market Penetration	Lowest Risk Existing Service • Young adults as primary target market • New user discount • Marketing via social media	Medium Risk New Service • Introducing application to already available sports venue booking • Booking fees capped at RM 3 • Marketing for sports venue owners based on subscription	Product Development
Market Development	Medium Risk • Booking fees for online booking	High Risk • New application being introduced to sports market	Diversification

Table 4: Ansoff's Matrix for Strategic Plan

The market penetration box shows that young adults will be the target market for this booking application. This has the lowest risk among the strategies that was being analysed using the Ansoff's Matrix. The application is expected to reach more young adults between the ages of 20 to 30 years old. Other than that, during the research it can be seen that social media heavily influences the general population of Malaysia. Hence, BooknBall's market penetration strategy through marketing will heavily be based on social media marketing.

Nowadays, like movie actors and actresses there are social media influencers that people follow on social media. Approaching these influencers to promote BooknBall will attain a great reach to the mostly young adults that will be on these social media platforms.

As for product development, the sports venue rental is already an existing business model, BooknBall Sdn. Bhd. will be riding on it by only integrating its system into the existing business model. By making these business model to work together, both business model can develop a mutual relationship where it will be beneficial to each other. For an example, BooknBall Sdn. Bhd. will not only make the sports venue booking to be available online, but through its own marketing campaign, the sports venue which have listed its space with BooknBall Sdn. Bhd. will have free marketing for its space. Users will be able to search and know that there are sports venue at such places and for the ease of them they can even do their booking online,

Meanwhile in the market development box, booking fees is a great concern as people might not want to use online booking and directly approach the court to book as this will cost them less. However, BooknBall's RM 3 booking cap during the research shows that people were willing to book even though there were booking fees stated for using the application. Hence, BooknBall, should maintain the low booking fees in order to gain more customers and also maintain the application service quality.

Other than that, diversification strategy comes with its risk as this strategy has a high potential. As diversification is to completely introduce a new product into the market, BooknBall Sdn. Bhd. may fail to take up if users feel that the application is not beneficial to them or if sport venue owners feel that automation management is not necessary to be implemented. But this barrier can be broken by thorough marketing strategies which will be able to attract the attention of the back-end and front-end users.

4.6 Operational Plan

4.6.1 Organisational Structure

As a self-service firm, the company's core structure is self-evident. This company is able to maintain operational efficiency while using the fewest resources possible by making the most of the human capital that it has.

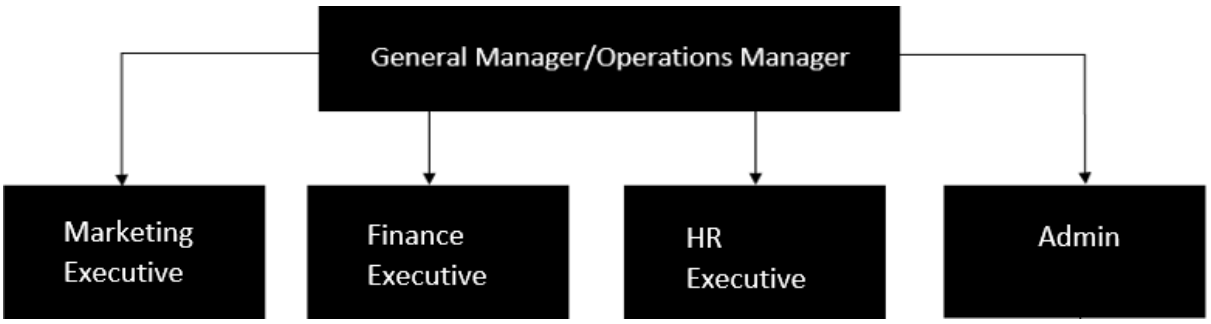


Chart 2: Operational Team

The board of directors will appoint the general manager, who will then carry out the tasks and obligations assigned to him. Analyse present or projected difficulties in technological, financial, as well as service fields. They should be able to come up with a strategy for dealing with them after the evaluation is complete. It's also important that these people can come up with long-term goals and methods for reaching them. As part of a marketing strategy, they'll go through all of the marketing efforts, objectives, and goals that have been established.

The finance executive is in charge of preparing and interpreting financial reports and making recommendations based on the data included therein. They will guarantee that the organisation maintain a solid financial portfolio. In order to make sure that the company's actual performance matches the business strategy, the finance executive will examine costs, pricing, and sales outcomes. To make sure that the company's financial records are kept up to date, they'll communicate with the auditor as well.

Creating and implementing HR strategies and actions in line with the company's long-term goals will be the responsibility of the HR executive. They will also be in charge of hiring and screening new staff for BooknBall. They also have to establish and administer salary and benefit plans that encourage a healthy work environment.. All new hire training needs must be evaluated and tracked by the human capital executive.

It is the primary responsibility of the administrative assistant to assist with the more routine tasks that take place at work. He or she is also responsible for overseeing the day-to-day operations of the office. Developing and implementing a successful marketing plan for the BooknBall will be the responsibility of the marketing executive. Marketing initiatives via social media and at promotional events should also be overseen by these individuals. Customers had to do their own study on trends, consumer perceptions of a company's name and how well the competitors performed.

4.6.2 Human Resource Plan

4.6.2.1 Recruitment and Selection

The technique that BooknBall uses for recruiting and selection is centred on the primary objective of guaranteeing that the required number of people who possess the appropriate abilities are easily accessible when they are required. Because BooknBall's business model is based on customers providing their own services, the organization's strategy for recruiting and selecting new workers is to hire the fewest number of people feasible.

4.6.2.2 Training and Development

Employees at BooknBall will get basic and continuous training. This is to ensure that service delivery remains at a satisfactory level at all times. The training delivered will be centred on the company's immediate and long-term objectives. All employees, particularly the administrative and marketing executives, will receive specialised training to improve their soft skills and communication talents. This programme is designed to improve the level of service provided by the administrative and marketing staff, enabling them to provide exceptional service and communicate effectively with all clients. (Okechukwu, 2017).

4.6.2.3 Performance and Rewards System

BooknBall have built a unique performance and rewards system. There will be a two-tiered system of performance incentives in place. The initial level of the performance and incentives system are the Management by Objectives (MBO) (MBO). It will keep track of how well the employees are doing their jobs and completing their tasks. Every single cost reduction measures provided by the employees will reflect in higher MBO performance.

Additionally, a system of incentives was devised for use by the company's executives and administrative admin. In this system 10 percent of the collection from the booking will be provided as a bonus to the each of the employees if specific financial objective that is specified is attained. The greater their month-to-month pay, the more consumers they can bring in with their marketing skills.

4.6.3 Process

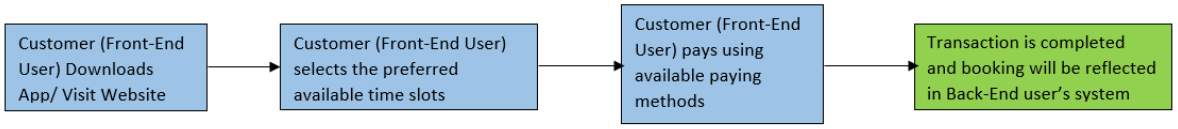


Figure 5: Business Process

By taking into consideration to provide customers with the best experience on using our application, the business process is designed in such a way that it must be as seamless as possible. The process is designed in such a way that during the booking process through the application, other marketing elements such as advertisements can be placed on the application in order to expose customers (front-end users) to the available promotions of the promoted courts. The process also will be able to collect customer's personal data, which will be asked beforehand if they are willing to share their data and with these data, the application algorithm will be able to design specially tailored promotions and discounts for other venues. Customers are expected to be loyal and satisfied with our service because of our tight interaction with them.

4.6.4 Value Chain

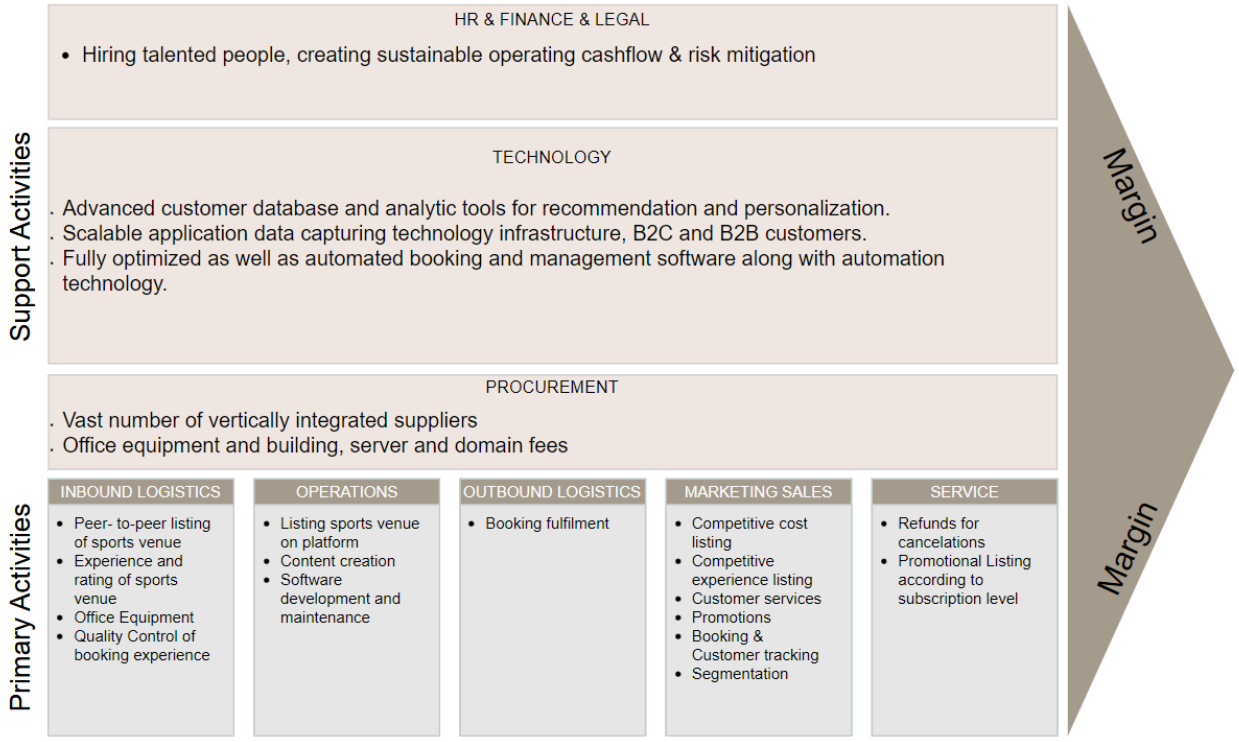


Figure 6: Value Chain

Porter's Value Chain was first published in 1985, and BooknBall's Value Chain is an updated version of it. The goal of incorporating this value chain into the company's operations is to increase profitability while also improving customer satisfaction. (Straková, et al., 2020). The rationale for the change is that we can be more profitable and the company will be in a better position to compete if we increase the value created in the business process.

The company's activities may be divided into two broad categories: core activities and support activities. In order to gain a competitive edge or stand out among competitors, support activities focus on increasing the efficiency of the primary operations, which provide the service.

4.6.5 Primary Activities

4.6.5.1 Inbound Logistics

Receiving and storing raw materials for use in manufacturing products is the typical role of inbound logistics in organisations. As a result of the unique characteristics of service industry

items, such as their interdependence, intangibility, perishability, and heterogeneity, inbound logistics differs from outbound logistics.

As a result, BooknBall's inbound logistics may be broken down into two distinct categories:

1. Inbound logistics connected to core services. Core services for the firm are peer-to-peer listings of sports venue and experiences. Due to the fact that BooknBall's operation is conducted entirely online, the inbound logistics process for its key services only takes a few minutes. On the website of the hotel behemoth, venue owners may quickly and easily offer their facilities or services. Therefore, inbound logistics of any new addition to its website comes with no further expense for BooknBall.

2. Logistics of resources and products brought in from outside the country to help in the delivery of basic services. The worldwide hospitality service brokerage organisation also employs a range of physical resources such as stationery goods for its offices. . Economies of scale may be identified as the key source of value addition in BooknBall inbound logistics of commodities that help in facilitation of core services.

4.6.5.2 Operations

In the manufacturing business, operations often entail the transformation of raw materials into completed goods. When it comes to the service sector, operations are all about how the service is really delivered (Atasu, et al., 2020). The activities of BooknBall cover a wide range of responsibilities, including the cleaning and maintenance of various sports facilities. Because BooknBall uses a platform business model, the company's operations are handled by the owners of sporting venues rather than by the firm itself. This makes it possible for BooknBall to spread its activities across the country.

A significant increase in the number of new start-ups, each of which contributes to a distinct segment of the peer-to-peer sports industry, will take place inside the BooknBall ecosystem. The platform that BooknBall provides enables sports companies such as Adidas and Nike, amongst many others, to advertise and sell the sports-related items that they produce.

Last but not least, the BooknBall business plan is built on a business model for an online platform, in which the majority of the activities are managed by the individuals who own the

courts. The only thing that BooknBall needs to do to maintain the system interesting to both types of customers – court owners and platform users – is to integrate technology and several other strategies.

4.6.5.3 Outbound Logistics

The outbound logistics process encompasses the logistics of warehousing and delivering completed products to customers. The integration of technology into the distribution process, working with other companies to share the costs of distribution, and delivering products directly to end users without the involvement of any intermediaries are three of the more common approaches that companies take to create value in outbound logistics.

Because production and consumption take place at the same time in the service industry, outbound logistics have a far less influence on this sector than they do on the manufacturing sector. Another reason why outbound logistics is not as important to BooknBall's operations is because sports venue rental, as well as experiences and adventures, are provided to users not by the company itself but rather by the court owners.

4.6.5.4 Marketing Sales

The formulation and execution of a marketing strategy constitutes the primary focus of marketing and sales activities. Visitors have access to a wide selection of courts and experiences, and they are also given the opportunity to book in advance any courts that are appropriate for the activities in which they intend to take part, regardless of the time of day or the day of the week. Moreover, they are able to do so for any court at any time. This value proposition is communicated to BooknBall's target market using a number of different marketing communication platforms, as part of BooknBall's marketing message. You may be able to make a profit through successful brand collaborations, celebrity endorsements, and other types of social impact if you use the marketing method that BooknBall provides..

4.6.5.5 Service

The post-purchase help provided to customers is an essential part of the value chain analysis performed on a company's service. The exceptional level of attention that BooknBall provides for its customers gives the company an advantage over its competitors. BooknBall's

customer service should make it possible for customers to get in touch with them via phone, chat, and email.

Following a rental, the client and the owner of the court rate each other, which encourages the owner of the court to continue to improve the quality of service provided. The greatest court owners will motivate a greater number of individuals, which will result in increased revenue for them.

As an instance, BooknBall may borrow a page from Airbnb's playbook, as Airbnb went to considerable lengths to ensure that its customers were happy. We have, in the past, sent guests Pearl Jam T-shirts after learning that they had booked through Airbnb to see a Pearl Jam concert in Seattle; we have sent hosts strollers after they tweeted that they wished they had strollers for their upcoming guests; and we have even sent one user a bed tray and get well card after she had to cancel her reservation because she needed to take care of her sister's injured leg. All of these instances occurred after we learned that the guests had booked through Airbnb to see the concert.

4.6.6 Support Activities

4.6.6.1 Human Resources, Finance and Legal

The group is going to make it their mission to provide the firm the very best contribution they possibly can in order for the business to achieve its goals and have a growth strategy similar to the one outlined in the business plan. They will be significantly more motivated to achieve at the maximum level that is achievable if they are provided the incentive packages that are offered to the entire team. Aside from that, we will be providing our employees with product training in order to foster a positive working atmosphere and to ensure that they remain inspired at all times.

4.6.6.2 Technology

Due to the fact that BooknBall is both an application and software, there will be a significant focus on technological aspects throughout the events. Customers that register will have personalised adverts and preferences offered to them as a result of the gathering and analysis of their data. In addition to this, BooknBall will be working toward the goal of automating the management system of sports courts all over the country by continuously introducing new

technology into the management system. This will be done in order to maintain industry competition and also to ensure that the industry is continually upgraded.

4.6.6.3 Procurement

Throughout the BooknBall supply chain, the inputs that are purchased as part of BooknBall's procurement activities are put to use in various ways. The cost of the purchases that went into this estimate are not taken into account. Purchased inputs might include a wide variety of things, such as raw materials, supplies, machinery, laboratory equipment, office equipment, and constructions. Procurement, much like all of the other activities in the value chain, uses technology for a variety of things, including procedures, vendor management, information systems, criteria for qualifying supply chain partners, and ongoing performance reviews, among other things.

4.7 Financial Plan

Income Statement Forecast for BooknBall						
RM		2023		2024		2025
Net Sales		RM1,123,200.00		RM1,585,200.00		RM2,047,200.00
Cost of Sales	RM	200,000.00	RM	200,000.00	RM	200,000.00
Gross Income	RM	923,200.00	RM	1,385,200.00	RM	1,847,200.00
Operating Expenses	RM	100,000.00	RM	150,000.00	RM	175,000.00
Operating Income	RM	823,200.00	RM	1,235,200.00	RM	1,672,200.00
Other Income	RM	-	RM	-	RM	-
Unusual Expense	RM	-	RM	-	RM	-
Interest Expense	RM	-	RM	-	RM	-
Net Profit Before Taxes	RM	823,200.00	RM	1,235,200.00	RM	1,672,200.00
Taxes	RM	197,568.00	RM	296,448.00	RM	401,328.00
Net Income	RM	625,632.00	RM	938,752.00	RM	1,270,872.00

Figure 7: Income Statement Forecast

Performance Forecast						
		2023		2024		2025
Sales	RM	1,123,200.00	RM	1,585,200.00	RM	2,047,200.00
Gross Profit	RM	923,200.00	RM	1,385,200.00	RM	1,847,200.00
Gross Margin		82.19%		87.38%		90.23%
Operating Expenses	RM	100,000.00	RM	150,000.00	RM	175,000.00
Balance Sheet Forecast		2023		2024		2025
Current Asset						
Cash		RM625,632.00		RM938,752.00		RM1,270,872.00
Accounts Receivable		RM0.00		RM0.00		RM0.00
Inventory		RM0.00		RM0.00		RM0.00
Other Current Assets		RM10,000.00		RM15,000.00		RM20,000.00
TOTAL CURRENT ASSETS		RM635,632.00		RM953,752.00		RM1,290,872.00
Non-Current Assets		RM80,000.00		RM100,000.00		RM120,000.00
Equipment		RM50,000.00		RM60,000.00		RM70,000.00
Vehicle		RM0.00		RM0.00		RM0.00
Accumulated Depreciation		RM10,000.00		RM15,000.00		RM20,000.00
TOTAL NON-CURRENT ASSETS		RM120,000.00		RM145,000.00		RM170,000.00
TOTAL ASSETS		RM755,632.00		RM1,098,752.00		RM1,460,872.00
Currrent Liabilities		RM0.00		RM0.00		RM0.00
Salary Payable		RM200,000.00		RM200,000.00		RM200,000.00
Current Borrowing		RM0.00		RM0.00		RM0.00
Other Current Liablilities		RM0.00		RM0.00		RM0.00
TOTAL CURRENT LIABILITIES		RM200,000.00		RM200,000.00		RM200,000.00
Non-Current Liabilities		RM0.00		RM0.00		RM0.00
TOTAL LIABILITIES		RM200,000.00		RM200,000.00		RM200,000.00
Capital		RM100,000.00		RM100,000.00		RM100,000.00
Retained Earnings		RM425,632.00		RM738,752.00		RM1,070,872.00
Total Capital		RM525,632.00		RM838,752.00		RM1,170,872.00
Total Capital and Liabilities		RM725,632.00		RM1,038,752.00		RM1,370,872.00

Figure 8: Balance Sheet Forecast

4.7.1 Assumptions and Justifications

The assumptions for the income from sales is made from the figure as shown below

Assumption:	20 Futsal Venues with each 3 courts	18 Badminton Venues with each 10 courts			
	If 15 Futsal and Badminton Venues take the Basic Plan	Extra plan (remaining Venues)	Basic Plan revenue for a year	Extra Plan Revenue For a year	Total Subscription Revenue
	RM7,500.00	RM3,500.00	RM90,000.00	RM42,000.00	RM132,000.00
	RM7,500.00	RM2,100.00	RM90,000.00	RM25,200.00	RM115,200.00
	If there are 10 bookings per day and RM 1 is taken as booking fee (Futsal Venue)	If there are 10 bookings per day and RM 1 is taken as booking fee (Badminton Venue)	Total Booking revenue for a year		
	RM600.00	RM1,800.00			
Booking revenue for 1 year	RM219,000.00	RM657,000.00	RM876,000.00		RM876,000.00
				Total Revenue for 1 year	RM1,123,200.00
Booking Fee Calculation (RM 1 Per Booking)	10 bookings x 3 courts x 20 Venues	10 bookings x 10 courts x 18 venues			
	10 x 3 x 20	10 x 10 x 18			

Figure 9: Assumption for Sales figure in 2023

Assumption:	20 Futsal Venues with each 3 courts	18 Badminton Venues with each 10 courts			
	If 10 Futsal and Badminton Venues take the Basic Plan	Extra plan (remaining Venues)	Basic Plan revenue for a year	Extra Plan Revenue For a year	Total Subscription Revenue
	RM5,000.00	RM7,000.00	RM60,000.00	RM84,000.00	RM144,000.00
	RM5,000.00	RM5,600.00	RM60,000.00	RM67,200.00	RM127,200.00
	If there are 15 bookings per day and RM 1 is taken as booking fee (Futsal Venue)	If there are 15 bookings per day and RM 1 is taken as booking fee (Badminton Venue)	Total Booking revenue for a year		
	RM900.00	RM2,700.00			
Booking revenue for 1 year	RM328,500.00	RM985,500.00	RM1,314,000.00		RM1,314,000.00
				Total Revenue for 1 year	RM1,585,200.00
Booking Fee Calculation (RM 1 Per Booking)	15 bookings x 3 courts x 20 Venues	15 bookings x 10 courts x 18 venues			
	15 x 3 x 20	15 x 10 x 18			

Figure 10: Assumption for Sales figure in 2024

Assumption:	20 Futsal Venues with each 3 courts	18 Badminton Venues with each 10 courts			
	If 5 Futsal and Badminton Venues take the Basic Plan	Extra plan (remaining Venues)	Basic Plan revenue for a year	Extra Plan Revenue For a year	Total Subscription Revenue
	RM2,500.00	RM10,500.00	RM30,000.00	RM126,000.00	RM156,000.00
	RM2,500.00	RM9,100.00	RM30,000.00	RM109,200.00	RM139,200.00
	If there are 20 bookings per day and RM 1 is taken as booking fee (Futsal Venue)	If there are 20 bookings per day and RM 1 is taken as booking fee (Badminton Venue)	Total Booking revenue for a year		
	RM1,200.00	RM3,600.00			
Booking revenue for 1 year	RM438,000.00	RM1,314,000.00	RM1,752,000.00		RM1,752,000.00
				Total Revenue for 1 year	RM2,047,200.00
Booking Fee Calculation (RM 1 Per Booking)	20 bookings x 3 courts x 20 Venues	20 bookings x 10 courts x 18 venues			
	20 x 3 x 20	20 x 10 x 18			

Figure 11: Assumption for Sales figure in 2025

In order to verify the accuracy of the assumptions, we will increase the total number of bookings and the subscription packages for each year. There are a total of 20 futsal venues

and 18 badminton venues that are taken into consideration for these assumptions. Each of these venues has three futsal courts and ten badminton courts.

For the year 2023, the basic subscription plan will have the majority of subscribers for all of the venues, with 15 badminton and futsal venues taking up the basic plan for each sport, and the additional plan having subscribers for the remaining 5 futsal and 3 badminton courts. The numbers were calculated based on the assumption that each of these courts received a total of 10 daily reservations, and the results may be seen in the graphic to the right.

As of the year 2024, ten futsal venues and eight badminton venues will subscribe to the basic plan, while the remaining ten futsal venues and eight badminton venues will subscribe to the additional plan. The numbers were calculated based on the assumption that each of these courts received 15 reservations every day, and the results may be seen in the graphic to the right.

As of the year 2025, five futsal and badminton venues will participate in the basic subscription plan n, while the remaining fifteen futsal and thirteen badminton venues will participate in the additional plan. The numbers were calculated based on the assumption that each of these courts received a total of 20 daily reservations, and the results may be seen in the graphic to the right..

4.8 Implementation Schedule – Gantt chart

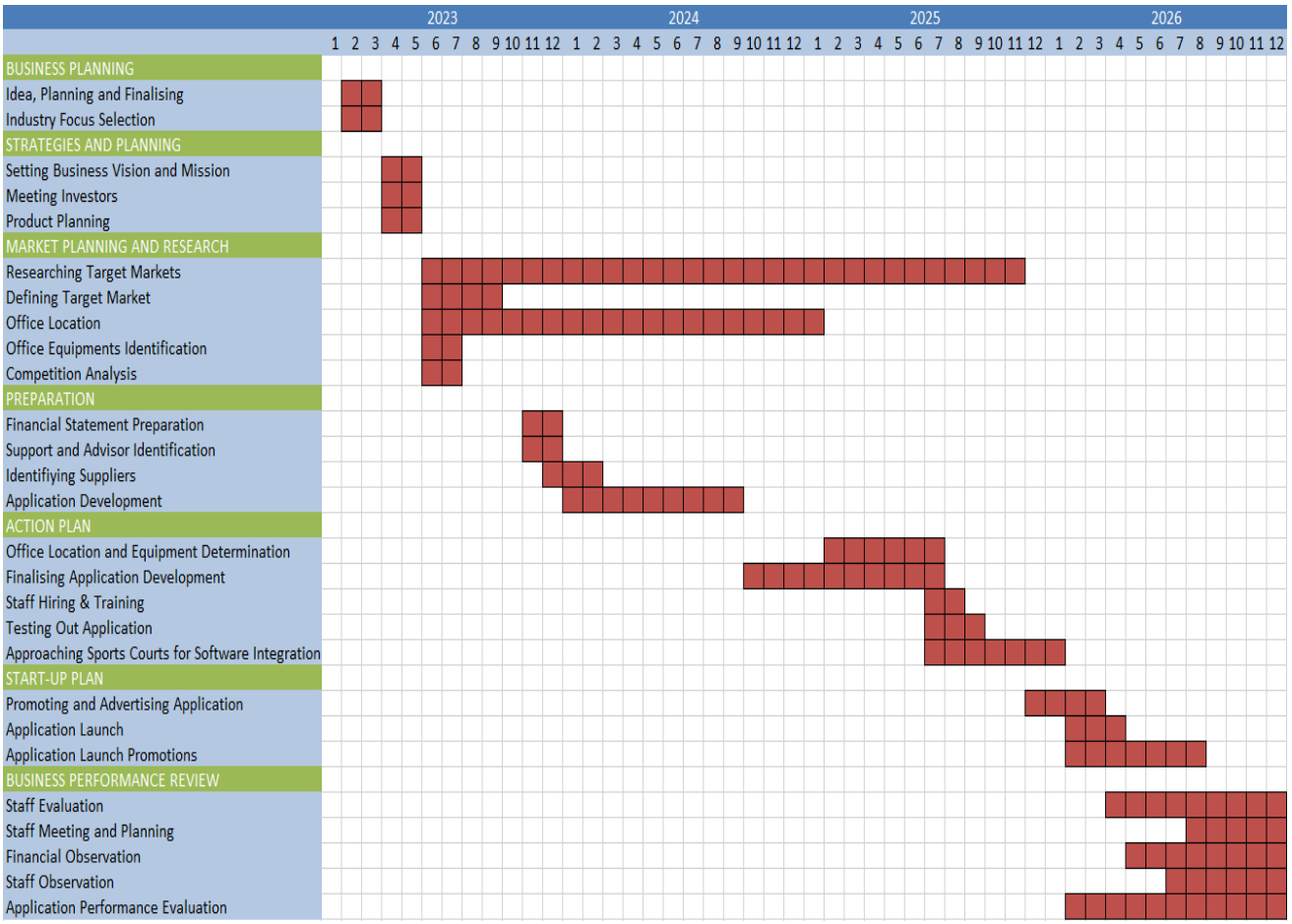


Figure 12: Implementation Schedule

4.9 Critical Success Factors

4.9.1 Internal Factor

Factor	Supporting Activity
Resources (Hiring and Training)	• The hiring procedure evolves with the job description. • Selection is made based on a candidate's prior success and track record of success.

	• The first six months of training are devoted to getting to know one another and working as a team. • An attractive compensation plan is included in the deal.
Customer Service	• Well-developed programme with employees dedicated to orienting customers. • Customers may more easily rate our service when they utilise the app's customer satisfaction survey. If the reviews are excellent, it will have a wide audience.
Technology	• Application user interface to be user friendly and interactive • Software for court owners to be seamless for management purposes
Financially Stable	• For this reason, it is able to continue without fear of credit or interest because it was developed with no debt. • It's critical because early on in the learning process, things go up and down. Without a loan, management may oversee the process without being pressed by a bank to do anything.

Table 5: Internal Factors

4.9.2 External Factor

Factor	Supporting Activity
Marketing	• Extensive social media promotion study has shown that digital methods are more effective than traditional methods due to the way people live with technology. People are interacting in a different way than they did even ten years ago. As a

	result, rather than relying on outmoded means of advertising, businesses will increasingly turn to social media
Competition	• As for BooknBall, there are no known competitors that are into the industry except for one which is known as Courtsite. It is also a start-up and currently working their way through.

Table 6: External Factors

4.10 Risks Mitigation

4.10.1 Risk

There are a lot of potential dangers to think about when beginning a business that provides a service. As can be seen in the following table, the danger that BooknBall posed was given one of three ratings: high, medium, or low. It is generally agreed that the greatest threats come from the scope of distribution and the reception of the application and software. It is dangerous if the response is negative. Because of this, there is a significant risk that customers will not use the application to book, particularly those who are part of the market segment that is being targeted, and that court owners will not want to subscribe to the management system if they do not feel comfortable using it. As a consequence of this, there is a chance that the company may lose support from the community.

Applications and software that include errors are regarded as a risk factor that falls into the medium risk category. This indicates that even brand new software or apps run the risk of failing if they are not maintained appropriately. Because of these vulnerabilities, the data and personal information that has been saved on the servers may be corrupted or stolen by hackers.

Alterations to the utility bill of the firm have been identified as posing the least danger. A significant amount of electricity is required to keep a server and hosting service operational around the clock. If the application cannot be accessed because of a power failure, it is feasible that BooknBall may suffer financial losses on a per-minute basis..

4.10.2 Contingency Plan

If a risk is taken and analysed accurately, there is the possibility of making a significant amount of money from that risk. Before the application can be put into use, there must first be a marketing campaign that is exhaustive in its attention to detail and scope. To broaden the scope of the application's use throughout the world, it is possible to employ people who specialise in search engine optimization. The acceptance of the application, on the other hand, is directly proportional to the development of the application. It is not enough to only dress professionally; the application and software must also be user-friendly and appealing to the individual who will be making use of it. In the beginning stages, it is essential to advertise the product to a large number of potential customers.

Developers are brought on board and assigned to work in an area with a moderate degree of danger. By building the application and software for the time being, a third-party company can assist in reducing losses to a manageable level. After the company has been established, it is important to hire a highly qualified software developer in order to ensure the continued smooth operation of the software and applications.

BooknBall has made the decision to rent the server hosting, which will result in a significant reduction in power use in the event that utility rates are increased. As a direct result of implementing this method, we will be able to forestall a rise in the prices that we pay for our utilities.

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