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COURSE TITLE: Introduction to entrepreneurship

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ASSIGNMENT TITLE: Business plan

A BUSINESS PLAN FOR THE DEVELOPMENT OF THIRTY SQUARE MILE WORLD CLASS AMUSMENT PARK NAME EDOJA PARK CONFIDENTIALITY AGREEMENT.

The undersigned reader acknowledges that all the information provided in this business plan is confidential intellectual property; therefore, the reader agrees not to disclose such information to a third party without the express, written permission of the promoters of the proposed business.

It is acknowledged by the reader that all information furnished in this business plan is confidential in nature, other than any information which is in the public domain through social means and that any disclosure or use of same by the reader may cause serious consequences to the promoters of the proposed business.

Upon request, this document is to be immediately returned to the promoters of the proposed business.

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Signature Date

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EXECUTIVE SUMMARY

The business plan examines the viability of the development of the thirty square mile amusement park at the current Edoja park. Due to my studies of the other amusement parks around the world I realized the an establishment like that tend to attract a lot of tourist from around the globe and also helps to show the improvement in development of the nation. This establishment will also help in employing thousands of citizens. the content of the amusement park are highly developed roller coasters, museum, zoo, stadiums, casino, clubs, hotels, conference centers which will create a lot a lot of excitement in the minds of tourist.

SPONSORSHIP

Not only is the project sponsored by the share holders of Edoja park ltd it is also supported and sponsored by the Government of delta state who have stated full support to the complete actualization of this vision. And some well established and reputable foreign companies have also set an interest of sponsorship by partnership, companies like the current Disney world resort limited and some other reputable Asia companies.

MANAGEMENT

The management will compromise of a democratically elected Board of Directors at the apex of the Organization’s structure. This will be made up of shareholders and members of the cooperative who have stakes in the survival, growth and profitability of the business as well as distinguished business professionals of proven integrity and vast experience in the project area. The chief objective of the board will be to give strategic directions and policies which will ensure long-term success of the Organization. The board will ensure that the organization complies with all standards set by regulatory authorities.

The Managing Director/President shall be responsible for the co-ordination of day-to-day management of the cooperative business. He is accountable to the Board; he will mobilize the Organization’s resources to achieve set goals. He will manage business risks and focus on wealth creation.

MARKET SALES

Uses of Products: For tourist attraction and to render quality hospitality services to 0ur customers.

COMPETITION ANALYSIS

In the recent years there have been some none experience amusement packs owners with the likes of Hi impact amusement park in Ibadan but the owners of this establishment are inexperience you can see this in the setup of the park. With this we have more than enough advantages on our side.

TARIFF & IMPORTATION RESTRICTION

We will be importing a lot of machines to develop our facility and there have been no current problem of restriction from any of the regulators

MARKET POTENTIAL

As we all know tourism is a huge profit for any country especially of one like Nigeria that already has a huge population this will also bring a lot of foreign investors to invest.

PROFITABILITY

The Environmental factors such as weather, temperature makes it the perfect geographical territory for our project but how ever we will be setting some artificial advances to make the environment mor comforting for our project.

GOVERNMENT SUPPORT & REGULATION

The project conforms with the economic diversification objective of the Federal government. It also supports Foreign exchange. It creates more job opportunity and set a standard for developers to use as a guide which will eventually lead to the development of the state/country. The project. The project will benefit from the favourable policy

Conclusion

The project is require of this society. It is therefore recommended for funding.