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DEPT: TOURISM AND EVENTS MANAGEMENT

COURSE CODE: GST 212

COURSE TITLE: INTRODUCTION TO ENTERPRENEURSHIP

MATRIC NO: 18/SMS06/004

 **Business Proposal for House of Cards Chess club**

**Executive summary**

**Mission statement**:

House of cards (HOC) chess club is established for the purpose of improving IQ, solving difficult problems, spatial skills, as well as planning and foresight.

**Brief History of Business**

House of cards(HOC) chess club was established on 1st of November, 2019 with motto of THINK TWICE, THINK AGAIN, PLAY! It’s president is Davies Alexander Oyindamola. It aims to have chess members participate in exhibition games as well as having tournament matches.

***Benefits for the Garden***

1. Customer service profits: with already established chess players and new ones expected, the club will help in inevitably having available customer, buy products (food and drinks), hereby, increasing profit for the garden. With a car-wash present, it will also help in having customers utilize the car-wash more, also increasing profit.

2.Exposure: the Garden is basically known as a car-wash settlement but the presence of the chess club will help to secure it’s popularity within the estate and outside at large as it will serve as the only famed chess club within Jikwoyi, Kurudu and Orozo axes. With the idea that a chess club is present at Eighteen-nineteen car wash, it can only serve to make the garden even more prestigious.

3. Percentage Profit: with the club relatively new, much wouldn’t be expected from profit for the first few months. But regardless of that, the club will pay 25 percent of profit to the garden management.